LIFE

BIRTH CONTROL
A CONTROVERSIAL WORLD QUESTION

OUR TAXES: A MESS AND A GYP



MARY MARTIN'S
WEDDING SCENE IN
NEW MUSICAL HIT

REG. U. S. PAT. OFF.

NOVEMBER 23, 1959

CIRCULATION MORE THAN 6,400,000 WEEKLY





KOOL-AID is the Instant Soft Drink that most families like best. Tiny crystals of concentrated flavor burst into a pitcherful of pure refreshment. A package makes two quarts. General Foods Kitchens sees to its unvarying good quality.

KOOL-AID IS A REGISTERED TRADE MARK OF GENERAL FOODS
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This space is reserved for an occasional, highly informal and personal message to LIFE's advertising friends

Dear LIFE Preview Reader:

In last month's inserts I brought you up to date on the overall strengths of LIFE's circulation and advertising this Fall and on some of our exciting editorial plans for the months ahead. This week I would like to return to LIFE's circulation to discuss the hows and whys of our new six and a half million-plus copies a week. Our circulation methods are of obvious interest to advertisers, particularly in this year of our dynamic growth.

In describing our circulation policies and practices let me start by making a deep bow in the direction of the Audit Bureau of Circulation (ABC). This organization -- a mutual responsibility and interest of advertisers, agencies and media alike -- has long established the framework within which LIFE has operated and will continue to operate on circulation matters. We believe firmly in the valid function and service of the ABC and abide strictly by its provisions and controls in every move we make. For one thing, we are grateful to ABC because the ground rules it has set always make answering your questions regarding our circulation relatively easy. It is always simple -- and always accurate -- to say: "Let's look at the ABC statement."

A Policy Which Emphasizes Direct Mail

A magazine circulation policy should fulfill two main functions. It must help create the most useful market for the advertiser and it must be efficient -- i.e. produce just as much profit to the advertiser and to the publisher as possible. In LIFE's case these two aims are complementary.

LIFE's overall objective is to have flowing into its circulation mix as many regular customers as possible. To do this we rely on a variety of marketing methods. Our major emphasis is on direct mail subscriptions and on renewals by direct mail. These tend to concentrate LIFE's subscribers among desired segments of the population; the costs of renewals by these means are low; and, as all our readership studies through the years have shown, they provide a constant and responsive audience of high quality to which the advertiser can beam his message

with maximum assurance of repeat impact.

LIFE's use of direct mail as the major emphasis in its circulation formula is not new. From its beginning in 1936, the magazine's policy has been to solicit new short term subscriptions at relatively low rates by direct mail. After the product has been well sampled by the short-term reader, we convert him to longer term subscriptions. It is this technique, in the main, which has been responsible for LIFE's growth from a few hundred thousand to today's more than six and a half million circulation each week. This is also the technique which has brought TIME to over 2,300,000, SPORTS ILLUSTRATED close to 900,000 and FORTUNE to over 300,000.

Our methods of obtaining subscriptions are quite different from those used by some other publishers. For instance, during the first half of 1959, 63% of LIFE subscriptions came through direct mail as against 39.8% for the Post and 48.2% for Look.

The Kind of Circulation is Significant

The quality of circulation should be, and is, of utmost importance to advertisers. As I have mentioned, LIFE's focus on direct mail selling, we believe, has an important bearing on that quality.

First, it tends to concentrate LIFE's circulation in the areas where buying power is highest -- the areas advertisers most want to reach. For instance, in the top ten states, accounting for better than half the nation's total retail sales, LIFE's circulation tops Post or Look by better than 400,000 copies every week. At the other end of the ladder, in the least desirable markets, the picture is reversed. In the bottom ten states, which produce only a total of 3.4% of U.S. retail sales, Post and Look sell more copies than we do -- in fact, the Post leads LIFE in nine out of ten of these "heart of America" states.

Secondly, our studies also show that LIFE's new subscriptions and renewals, resulting predominantly from direct mail, are concentrated in the best parts of the best markets -- the metropolitan suburbs, where income and education are highest

Reflecting all new sales and renewals, for the first half of this year the total subscription standing of LIFE, Post and Look was:

SUBSCRIPTION TOTALS 1st 6 mos. 1959

LIFE	5,460,000
Post	4,669,000
Look	4,955,000

Included in the ABC statement for the first six months of 1959 for the Post

(continued inside back cover)

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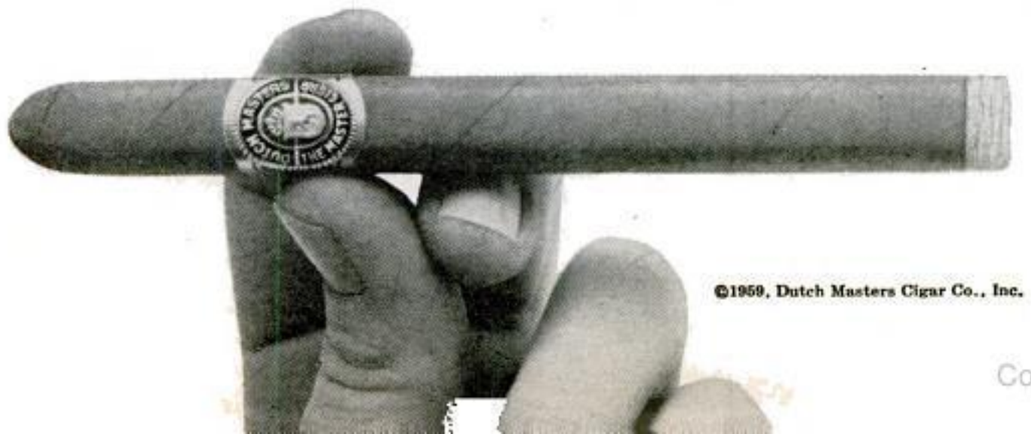


Mr. Ernie Kovacs, the distinguished cigar smoker, carefully judges a distinguished cigar—

Dutch Masters. Judge for yourself—you'll discover it's the smoothest-smoking cigar today.*

DUTCH MASTERS,® the fine cigar
7 sizes, 2 for 25c to 25c each

*Watch ERNIE KOVACS in "Take A Good Look,"
an exciting, new panel show—ABC-TV.



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Vol. 47, No. 21

LIFE

REG. U.S. PAT. OFF.

November 23, 1959

WHEN CONTROVERSIES THRIVE, 'LIFE' DOES TOO



SECRETARY FLEMMING IN EFFIGY

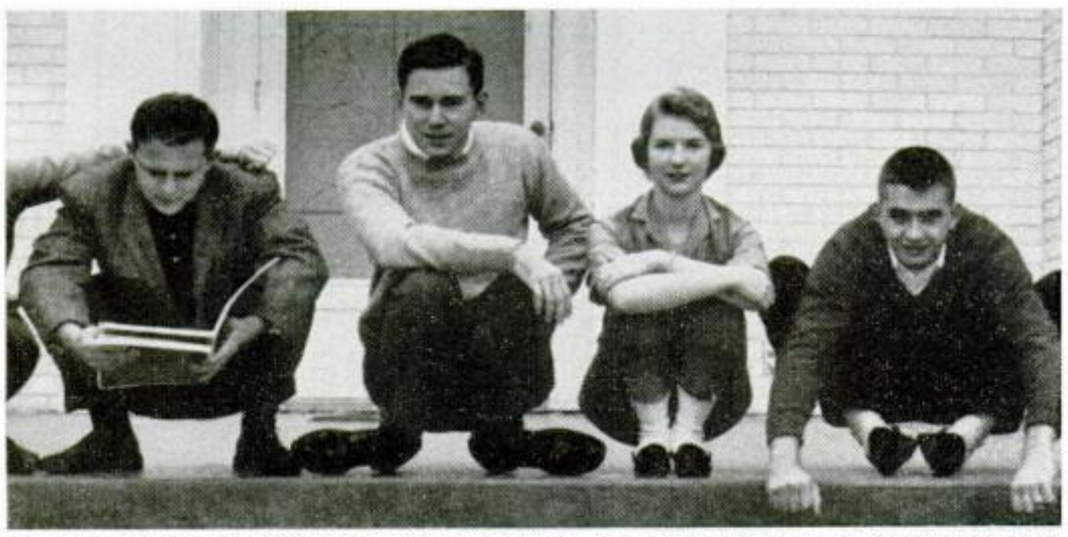
Controversy, so the story goes, first got its start on earth when a disputatious angel objected to the way things were being run in heaven and was summarily tossed out. That original controversy has been a gold mine for writers; both the Bible and John Milton—in his fiery poem *Paradise Lost*—got a good deal of copy out of it. In this week's LIFE, for instance, controversy on many levels has led to plenty of good stories.

One of the most controversial subjects today is the mixed-up U.S. tax situation. On pages 51-60 a man who has a big say on this subject sounds off. Congressman Wilbur Mills, chairman of the powerful House Ways and Means Committee, where tax bills originate, gives some horrible examples of tax injustice and proposes some drastic reforms. On page 45 the latest chapter in the controversial communications scandal rears its ugly head in a story about "payola," the money slipped secretly to radio station disk jockeys in return for promoting records. In politics, which thrives on differences of opinion, Nelson Rockefeller goes west to try out the new terrain, and other hopefuls (*pp. 36, 37*) try to make the most ot controversial new issues.

Politics, corruption, taxes—all these are bound to lead to controversy. So is birth control, some acceptable form of which seems to be the only way out of the problems chillingly posed the world by the great population explosion. Robert Coughlan's article on pages 158-176 tells how close science has come to finding practical, permissible methods of birth control.

But controversy also turned up in some unexpected places. What could be less controversial than cranberries? Yet this week a cabinet officer—Health, Education and Welfare Secretary Arthur Flemming—was hanged in effigy over them (*p. 28*). The word "cranberries" was on just about everybody's tongue and the big question was would the berries themselves be on anybody's dinner plate when Thanksgiving comes around. Equally unexpected and potentially controversial were the words of toy king Louis Marx who, in our big pre-Christmas color story on toys from all over the world (*p. 104*), takes a few cracks at a sacred cow of U.S. toymaking—the educational toy.

And then there is a new campus hobby of "hunkering" (*p. 125*). We don't like to borrow trouble, but we're prepared for a dispute over different kinds of hunkers (*below*) if, heaven forbid, the "outside" hunkerers get disputatious with the "inside" hunkerers.


DIFFERENT KINDS OF HUNKERS: OUTSIDE STUDY, JOCKEY, OUTSIDE, HORNIBROOK SPECIAL

COVER
Mary Martin gets ready for her wedding in the new Rodgers-Hammerstein musical, *The Sound of Music*, a play based on the life of the famous Trapp family of singers (*see pp. 137–146*)

THE WEEK'S EVENTS
The cranberry crisis: a nationwide uproar over contaminated cranberries threatens to take the sauce off the Thanksgiving turkey 28
A Look at the World's Week 34
Politics 1960: the candidates take the stump now in the brisk first round of next year's campaign 36
Gimme, gimme, gimme on the old PAYOLA: as probers turn from TV to radio, evidence of disk jockey bribery crops up 45

EDITORIAL
Thanksgiving 1959 40

ARTICLES
Are you a pet or a patsy? Our unfair tax laws coddle some but force others to pay through the nose. By Congressman Wilbur Mills, Chairman House Ways and Means Committee 51
World need for birth control: success nears in search for ways to curb runaway populations. By Robert Coughlan 158

PICTORIAL ESSAY
The many joys of varied toys: 14 pages of color show a bounty of toys in different lands throughout the centuries 104

MILITARY AFFAIRS
Boost from a rocket shoots jet fighter into the air and solves problem of slow take-off 132

BUSINESS
The sons of an Italian immigrant give $340,000 to poverty-stricken Italian village where their father was born 151

THEATER
Smash-hit reunion: Mary Martin joins old friends for *The Sound of Music*. An essay photographed for LIFE by Toni Frissell and Philippe Halsman 137

YOUTH
A hankerin' for hunkerin': squatting becomes a curious new fad on the University of Arkansas campus 125

SPORTS
Ghostly Montreal goalie: hockey player Jacques Plante wears fiber glass mask to avoid more face injuries 75

FASHION
Garbo slouch no longer old-hat: bygone star's famous trademark becomes fashionable the world over 87

MODERN LIVING
California baby-sitting club with by-laws puts rules in a normally unorganized craft 69

CUSTOMS
A royal marriage in Laos is steeped in colonial rites 83

PARTIES
Social wigs wag in Boston: a rare costume party hears a rare opera 185
White Fleet boost: Navy league holds ball for charity 64

OTHER DEPARTMENTS
Speaking of Pictures: hidden lion out for prey 16
Letters to the Editors 20
Sequel: a top cadet at Oxford. As Rhodes scholar, West Point's Pete Dawkins finds a new life and sport 179
Miscellany: how are you fixtured for lunch? 188

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83—PETER ROBINSON
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158, 159—DRAWING BY RICHARD ERDOES
160—WERNER BISCHOF FROM MAGNUM
164—PETER SCHMID FROM PIX
166—ILLUSTRATION BY ADOLPH E. BROTMAN
170—JAMES F. COYNE FOR FORTUNE
174—PETER SCHMID FROM PIX
176—JOHN LOENGARD
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180, 182—MARK KAUFFMAN
185, 186, 187—YALE JOEL
188—DENNIS ROWEDDER

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In *any* case, once your Member Broker knows what you're after, he'll give you facts and figures about the companies behind the securities you're interested in. It's plain as the nose on your face—*that's* the sound way to do your investing. Never trust tips, rumors or hunches!

And, of course, use only the money which you have left over after regular expenses and emergencies are provided for. As you know, stock and bond prices go down as well as up—and there's also the risk that some companies may not pay dividends or interest.

By all means, inquire about the convenient Monthly Investment Plan. You may find it to your liking because it lets you pay as you go. You can select from some 1200 stocks listed on the New York Stock Exchange and start your investing with as little as $40 every 3 months.

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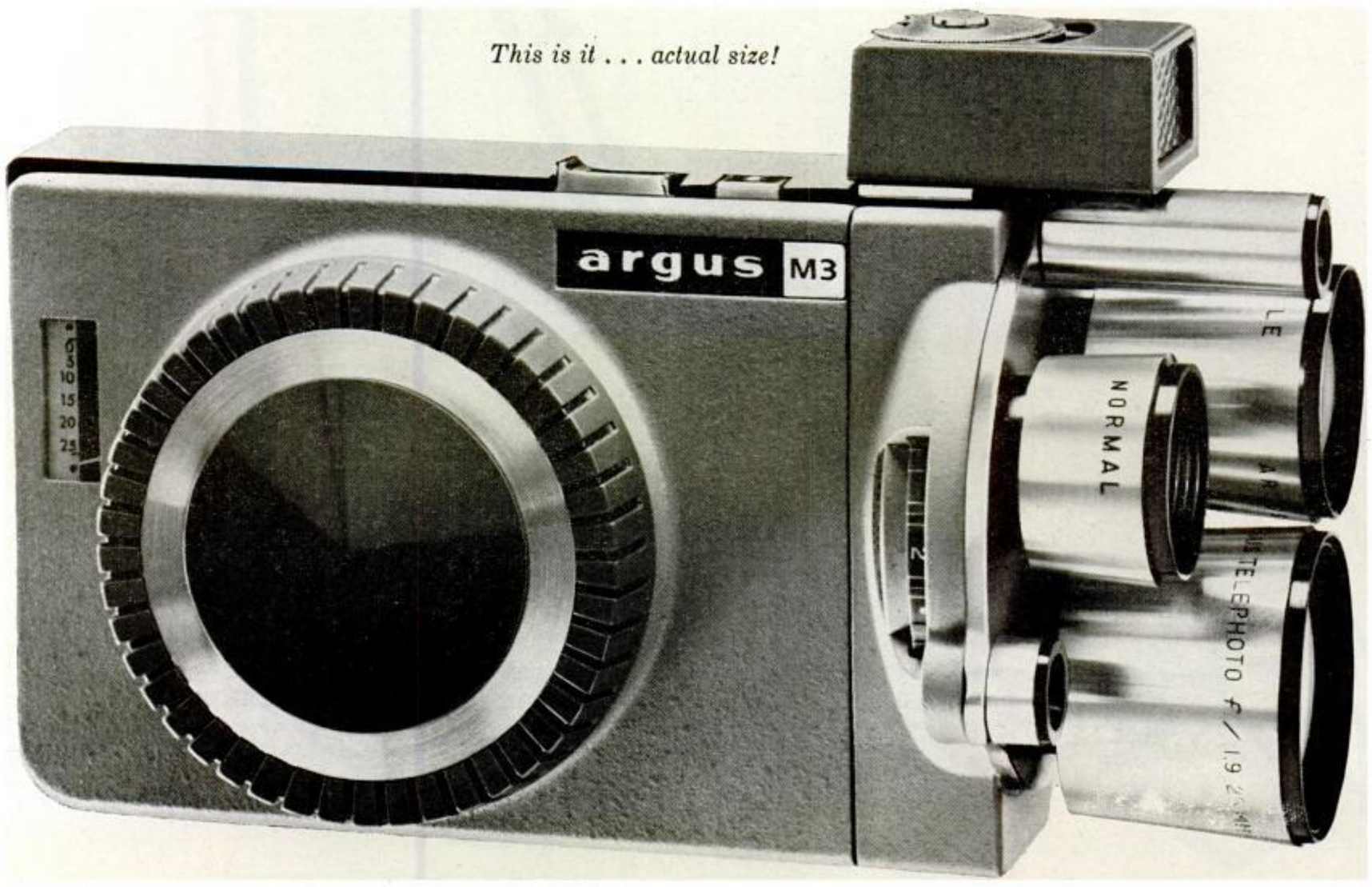
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Holds everything dear to a lady

Inside this elegant new Bill-Purse there's a roomy built-in billfold for your paper money – *plus* a secret compartment for "mad money" you don't want other eyes to see. What's more, there's also room for lipstick, coins, compact, cigarette lighter, comb, identification card, and charge-plate. The Bill-Purse holds it all *gracefully*. (The shirred leather expands – but doesn't lose its slim silhouette.) In black, bone, red or brown. $10 plus tax. Other styles from $7.50.

Bill-Purse® by LADY BUXTON

best for your money



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THE MAN IN COMMAND

Precise...Poised...Polished–right down to his ESQUIRE shine



The Man in Command
CHIEF OFFICER RICHARD RIDINGTON
S. S. United States,
world's fastest ship

First and only blend of 9 rare waxes to condition leather for a brilliant Esquire shine!

NEW FORMULA Esquire Boot Polish is a unique blend of costly waxes developed after years of research by the skilled Esquire chemists. This exclusive formula actually *nourishes* the leather, *conditions* it to hold a brilliant, longer-lasting shine.

Esquire is *moisture-blended* to stay fresh and smooth down to the very last bit. Make a habit of Esquire Boot Polish...it's the shine of the Man in Command.



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50 million Frenchmen say: "Vive les chemins de fer"!



The war left France with a big economic headache and very little railroad to make a comeback on.

So the French took the first big step toward industrial recovery by immediately restoring the railroads. Progress has never let up since.

Today, French industrial production is up 80%, as compared with ten years ago, thanks in part to the national policy of encouragement of the railroads. Freight traffic has increased by 65% — with less equipment than before the war. And France has become even more of a power to be reckoned with in world trade.

In France — and around the world — railroads are recognized as the most productive form of general transportation, with the lowest true costs.

* * *

In the United States, by contrast, public policies tend to ignore this basic truth.

Here, the government appears indifferent to the strength and stability of the railroads while it promotes and encourages the railroads' competition.

Railroads are burdened with discriminatory taxation — while their competition uses highways, waterways and airways built and maintained by the government.

* * *

The railroads of the United States ask no special favors. All they ask is equality of treatment — and the opportunity to compete on an equal basis — to the benefit of the public.

On such a basis, America, too, would be making the best use of its railroads — the nation's greatest transportation asset.

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Bristol-Myers announces



a deodorant that protects you in a

Amazing new

LETS YOUR SK



For the woman who wants to feel free as air, clean as air . . . a new deodorant that lets your skin "breathe." New Mum!



Safe for even delicate fabrics. Contains no harsh ingredients—will not damage your clothes. And Mum vanishes the moment you smooth it on. Won't leave a residue on what you wear!

So much softer, fluffier to the touch, new Mum is a pleasure to use. Just try it on the back of your hand—feel the wonderful difference. New Mum is so much whiter, finer too—you can *tell* it's a pure, wholesome product.

ANOTHER FINE PRODUCT OF BRISTOL-MYERS



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ew and better way

formula Mum®

IN "BREATHE"

It's the only leading deodorant that stops odor without "stopping up" pores

Leading medical authorities know that oxygen, carbon dioxide, fluids and other substances pass in and out of the skin. This is what we mean when we say the skin "breathes." All other leading deodorants interfere with the natural "breathing out" process. New Mum works a *different* way.

Now—after years of research and experiment, the scientists at Bristol-Myers bring you a completely new Mum cream—the most important news in deodorants in a generation.

This new deodorant is softer, fluffier, whiter. It vanishes the moment you smooth it on. And this *new* formula Mum has the remarkable ability to keep the underarms wonderfully *sweet* and *odor-free*. Yet it does not "smother" the pores. The skin is free to "breathe" naturally . . . free to function as nature intended.

A problem every woman faces

Medical authorities agree that the ingredients in all other leading deodorants today—cream or spray, ball-type or pad—interfere with the natural function of the skin. You see, *all* of these other deodorants work mainly by changing the normal action of the pores! Yet, today, no woman need depend on this type of deodorant for protection. There is another, *better* way.

New! More natural protection

In new formula Mum, Bristol-Myers gives you a way to stop odor without "stopping up" the pores. Remarkable new Mum cream works a different way entirely. It has no aluminum salts. No harsh chemicals. New Mum works *gently*—with hexachlorophene. It destroys the active *cause* of odor much more effectively. Protects you 24 full hours in most cases . . . often more! Effective as it is, new Mum is so safe for normal skin, even a "beginning" teen-ager can use it daily. It won't irritate the delicate underarm tissues . . . won't cause redness or irritation. So try new formula Mum—you'll be glad you did.

New formula Mum lets your skin "breathe" freely, naturally. Nature never intended the pores of the skin to be "stopped up." Yet all other leading deodorants *"smother"* the normal "breathing out" action of the pores (left diagram). But new formula Mum stops odor *without* "stopping up" the pores (right diagram) so gives more *natural* protection. Mum is absolutely safe for normal skin . . . won't cause redness, itching, irritation.



Protects you every minute of the day! Even when you're on the go from morning to midnight, new Mum cream keeps on working—doesn't let you down. Its dependability is nothing short of *remarkable*. (And if you've ever had a deodorant fail you just when you need it most—you'll be extra-glad you found new Mum.)



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Christmastime...and the giving is easy when you choose a

NECCHI or ELNA



1 **NECCHI SUPERNOVA ULTRA** has Triple Action Control, makes decorative stitches, buttonholes, sews on buttons, darns, mends automatically.

2 **ELNA SUPERMATIC.** Automatic *Free Arm* machine, darns, sews decorative stitches, buttonholes and sews on buttons, automatically.

3 **NECCHI NORA.** Automatic at lowest price. Does all your regular sewing *plus* decorative stitches; monograms; buttonholes; sews on buttons.

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5 **NECCHI MIRELLA.** Simplest and most beautiful machine ever invented. Converts from flat bed to *Free Arm* and from electric to hand operation.

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WRITE DEPT. N911, NECCHI-ELNA, 164 W. 25 ST., N. Y. 1, N. Y., NATIONWIDE SERVICE THROUGH 2,500 DEALERS. PARTS ALWAYS AVAILABLE. SEE YELLOW PAGES FOR NEAREST FRANCHISED DEALER.

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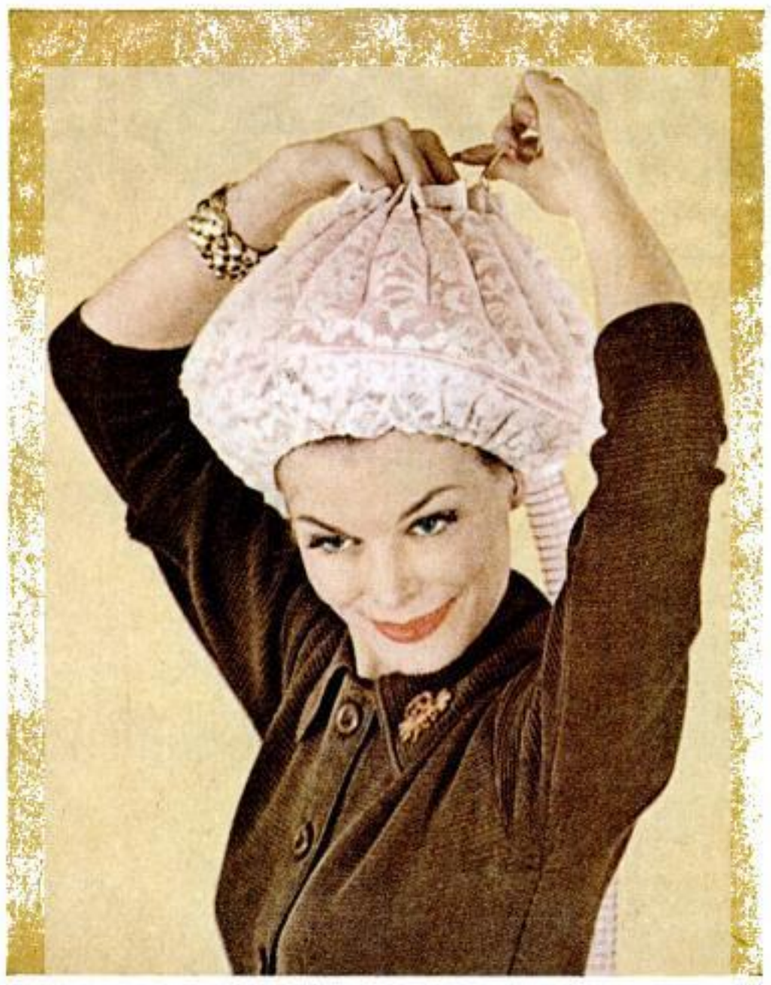
You can move around the room, do your sewing, or tend to baby while your hair dries. Just strap the lightweight case around your waist.



Yes . . . even work! You're free to move around and get dinner, do dishes. No more "trapped-in-the-bathroom" hair drying!



Watch TV . . . listen to the radio, or read. Just set the unit down anywhere—the vinyl foam pad protects fine furniture surfaces.



Feel inside to tell when you're dry—it's easy to loosen the drawstring top. The bonnet's stand-away styling fits over even the biggest curlers.



You're dry in minutes—far less time than with old-style dryers. And you've enjoyed the freedom of the house every drying minute.

Hear, walk, talk, while your hair dries

only with the new General Electric Hair Dryer



So easy to use: just slip on the bonnet, select your heat from the 4 comfort-settings — and in minutes your hair will be dry and lovely. The bonnet telescopes flat; fits neatly into a compact storage case.

Such a perfect gift for your wife or daughter (chances are they've been hinting). In Ivory and Pink—with, of course, a full General Electric Warranty. General Electric Co., Bridgeport 2, Connecticut.



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MONY QUIZ



Does your wife know that you

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- and guarantee an income for her and the children if something happens to you in the meantime
- all with one MONY Life Insurance Policy?

Does your husband know that he

- can add to the family nest egg for emergencies or his retirement
- and guarantee an income for you and the children if something happens to him in the meantime
- all with one MONY Life Insurance Policy?

Do you both know that you can get life insurance at a discount—lower rates on MONY Policies of $5,000 and up? MONY's free booklet tells you more about it—and also describes, in easy-to-understand terms, the basics of family protection. Mail coupon for *your* copy, today.

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HIDDEN LION OUT FOR PREY

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Pictures of lions are usually shot from the far side of zoo bars or from a distance with a long lens. Photographer Todd Webb, driving through the Kenya brush, had not noticed this lion because of the thick grass. The lion had not noticed him because he had his eye on a nearby antelope. Before the car turned away Webb recorded, from 20 feet, the startled lion's displeased stare.

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What

The Jones drive a Volkswagen and Volks
wagens look alike from year to year.

A Volkswagen is never outmoded. Indeed
no one knows how long a Volkswagen last
the first VWs made have not worn out. W

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year car do the Jones drive?

ear from VW owners who have clocked ver 100,000 miles without engine repair (if hey ever should need it, they will find VW ervice is as good as the car).

The Volkswagen *does* change — where it counts. An anti-sway bar has just been added to the front suspension to make curves even smoother. New insulation deadens engine and roadway noise.

Over the years almost every part in the Volkswagen has been changed (but not its heart or face).

Volkswagen owners find this a happy way to drive — and to live. How about you?

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"My car had me in a tailspin!" the Flight Captain roared.

The day the airline pilot almost flew off his beam

Pilot: Mister, my car was a washout. Engine performance took a nose dive, and driving was like cruising with the flaps down! So give me Pennzoil with Z-7 before I land on you full throttle!

Attendant: Don't fly off the beam, Captain. I read you loud and clear when you ask for Pennzoil.

Pilot: Seemed like every time I took off for a drive, I ended up in a dead-stick approach to the nearest garage for a tune-up job. And mileage was low . . . power was poor . . . couldn't depend on my engine to get me anywhere!

Attendant: Pennzoil ends all that trouble, Captain. Puts dependability back under your hood. Improves gas mileage. Cleans your engine so it revs up smooth and powerful. When you know Pennzoil . . . *that's all you need to know about engine care.*

Pilot: Right. Good engine performance is vital in flying. And I demand it in my car, too. That's why I'm getting to be a "nut" on the subject of Pennzoil with Z-7!

Author's Note: Pennzoil with Z-7 is The Tough-Film® motor oil, especially refined from pure 100% Pennsylvania-grade crude, the highest quality oil for engines ever discovered. And the makers of Pennzoil are the largest producers of this oil in the world. No other motor oil will protect your automobile so well. So *ask* for Pennzoil by *name*, wherever you go.



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LETTERS TO THE EDITORS



MERCURY



GLEASON

COVER

Sirs:

Looking at the cover picture of Jackie Gleason, my only thought was, "Mercury, how you have changed."

Mrs. Victor H. Breth
New York, N. Y.

Sirs:

A tip of the battered Hatlo hat to Tom Prideaux for the tribute to my favorite entertainer, Jackie Gleason ("Music for O'Neill's 'Wilderness,' " Life, Nov. 2).

Jimmy Hatlo
Pebble Beach, Calif.

Sirs:

I enjoyed the article on *Take Me Along*, but I received a little extra enjoyment when I looked at the picture at the top of page 120.

Wouldn't it be a bit difficult for Richard to read Swinburne's poetry from a book of poems by Oscar Wilde?

Theodore Ries
Fort Lee, N.J.

● Tipped off by Life's readers, the producers of *Take Me Along* have bought a volume of Swinburne for Richard.—ED.

YOU AND YOUR DOCTOR

Sirs:

I would like to congratulate Life for the recent series on the American doctor ("You and Your Doctor," Life, Oct. 14, 21, 28, Nov. 2). The articles have played an invaluable role in furthering the mutual understanding between the doctor and his patient. I'm quite sure that both my colleagues and their patients benefited from this sensitive and informative look at the art of healing.

Louis M. Orr, M.D.
President
American Medical Association
Chicago, Ill.

Sirs:

As one who has practiced medicine in small country towns for 40 years, I feel that you have greatly overestimated the capability of the modern physician and underestimated that of the older ones. The older ones practiced from the heart as well as the mind. They imparted a faith to their patients which no modern system can duplicate.

The basic reason for the present high cost of medical care is a spiritual sickness that affects our whole society—a dollar madness, a lack of a sense of duty and selflessness, a lack of the sense of divinity of man, a forgetfulness of God, a featherbedding of our whole economy, a tendency to demand the last pound of flesh.

Lawrence Daniel Greene, M.D.
Stephentown, N.Y.

Sirs:

As one of the unlucky 11% who face big medical bills I can truthfully say that the service a doctor renders is the cheapest service in America today.

Try to call a plumber, an electrician or any type of serviceman. He will charge more than a doctor. Still worse, try to get a serviceman on weekends or on holidays. You will be billed a small fortune.

Leo Gananian
Menlo Park, Calif.

Sirs:

Life is a victim of misunderstanding when it states that doctors never had it so good. The physician working 70 hours per week for a net pay of $18,000 makes $5 per hour. A steelworker working these same hours day and night, Sundays and holidays would make $15,750 plus accident, sickness and vacation benefits.

Paul R. vom Eigen, M.D.
Leominster, Mass.

Sirs:

The figure of $188 for five days' maternity hospital care amounts to an hourly charge of only $1.57. This is roughly the equivalent of the cost of hiring a boy to mow a lawn or the price of eight copies of Life. In either case an excellent buy.

Wilman F. Day
Springfield, Vt.

EDITORIAL

Sirs:

I have waited for years until now for someone to do what you do so clearly in your editorial, "Lesson of the Marshall Era" (Life, Nov. 2)—wrap up the events of digression from sound national policy which brought us today's mess of indecision and confused inconsistent policies.

Henry A. Nachtrieb
Loveland, Colo.

Sirs:

I will not take time to defend some of your adverse opinions about General Marshall, since it is your right and mine to disagree on any subject. However, your editorial writer could certainly have waited more than two weeks after the passing of a man who was so universally honored.

Cecil W. Strauss
New York, N.Y.

Sirs:

The compulsive tributes to the late General Marshall leave many of us bewildered. The over-all failure of responsible opinion to assess properly the far-reaching, tragic aspects of the general's career would seem to be a problem for those experts concerned with mass thinking at upper levels.

Martin T. McCall
Brooklyn, N.Y.

CONTINUED

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WEBSTER'S NEW COLLEGIATE is America's most widely used desk dictionary in homes and offices and is required or recommended at all colleges and high schools. Complete and accurate for daily reference. $5 unindexed. $6 indexed. De luxe gift bindings at $8.75 and up in containers designed by Raymond Loewy.

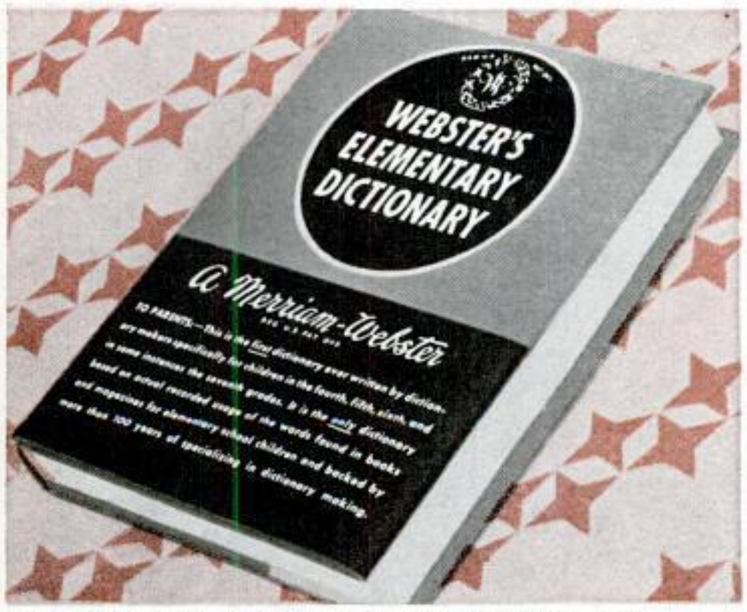
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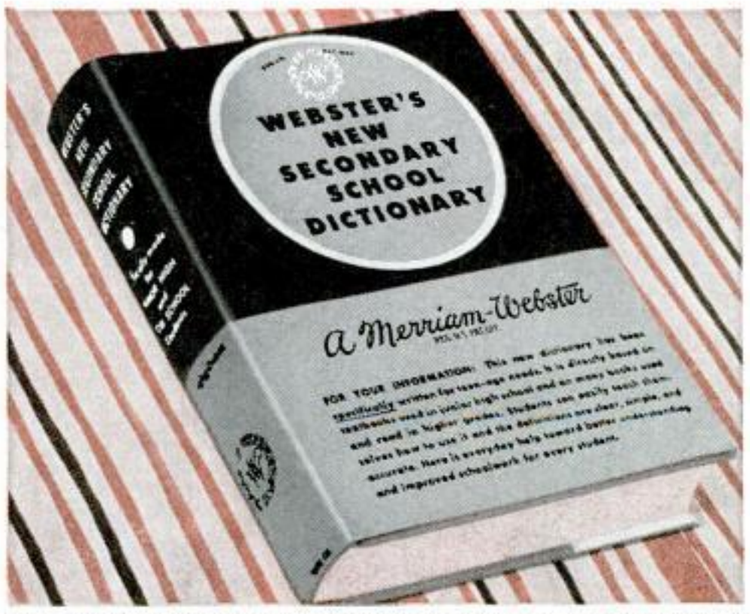


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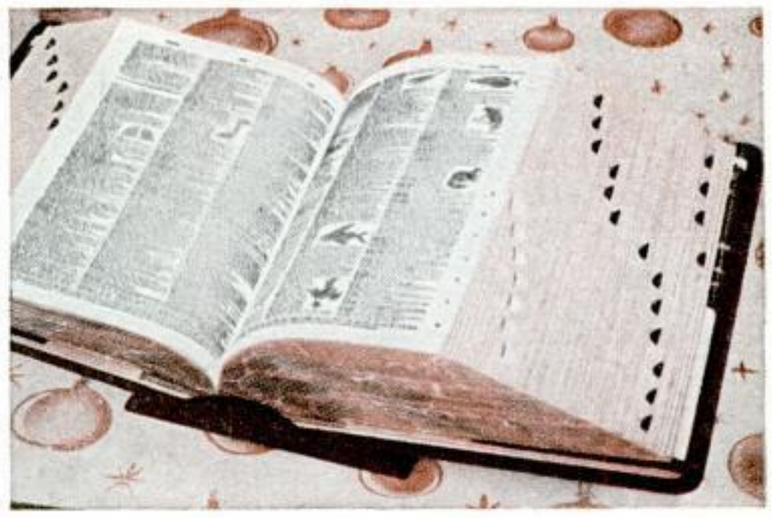
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LETTERS TO THE EDITORS CONTINUED

Sirs:

You make it clear that Marshall did a fine job of masterminding the winning of the war. However, the political decline since then must be charged—not against Marshall because of his legacy of separation of the political and military arts—but against those charged with the duty of formulating the subsequent peace policies.

H. McCardle
Grimsby, Ontario, Canada

ALGERIA'S ANGUISH

Sirs:

I feel "Algeria's Siege of Anguish" by John Phillips (LIFE, Nov. 2) was unfair. Mr. Phillips showed the futility of France's stubborn stand in Algeria, but he didn't give justice to the nationalist cause. He took pictures of atrocities committed by the rebels and failed to show similar brutalities committed by the French.

Naim A. Khoury
Barrington, Ill.

Sirs:

If Algeria is compared by a Tunisian to Hungary, it is compared by others to Hawaii. Hawaii is American despite its Oriental majority because it voted to join the United States union. The majority of Moslems in Algeria are fighting with the French, including, as you showed, many disillusioned turncoat fellaghas. When they were given the choice, they voted to remain French.

Isabelle Manning
Sausalito, Calif.

Sirs:

One of the soldiers (*right*) in the opening picture bears a striking resemblance to Trevor Howard in the movie *Roots of Heaven*, floppy hat and all.



James K. Guerin
New York, N.Y.

FOOTBALL DRAMA

Sirs:

"The Game that Nobody Saw" (LIFE, Nov. 2) was one of the best of your great human stories. It was touching to see those "big bruisers" act like little boys.

Jeanne Webb
Pikesville, Md.

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Sirs:

As I read your painfully detailed account of the absurd, worried football coaches and players, it seemed pitiful to me that their energies were not devoted to more important matters. The real enemy to our American culture is the degree of organization of this astonishing solemnity over nothing. Those poor guys weren't having fun; they were eating their hearts out. Why can't you follow St. Paul's advice and put away childish things, or were you spoofing football?

Roger M Morrell, M.D.
Montreal, Canada

Sirs:

If the exaggerated emotionalism of the football players were applied to their courses, perhaps we would have a Sea of Washington on the moon now and not a Sea of Moscow.

Jerome Kessler
Brooklyn, N.Y.

FOLKLORE OF AMERICA II

Sirs:

Before we can appreciate other cultures, we must know and understand our own. Your series on American folklore is a valuable addition to those of us who are teachers. "The Lively Legends of the Indians" (LIFE, Nov. 2), illustrated by James Lewicki, were especially wonderful in projecting the spirit of our epic lore.

Lynn Harriman
San Rafael, Calif.

Sirs:

Congratulations on the first major discovery of the Indians since Columbus. They have long awaited rescue from their role as impediments to the course of empire in simplified history texts and sentimentalized TV scripts.

Edward S. Merry
Gallup, N. Mex.

SPEAKING OF PICTURES

Sirs:

In "A Diverse Gallery of T. R. Roles" (LIFE, Nov. 2) there is a picture of T. R. posing with a gun pointed in the general direction of his head. Should the gun (which, of course, "is not loaded") discharge "accidentally," it would blow off enough of T. R. to prevent his taking San Juan Hill or becoming President. Let's not allow this to happen to such a nice fellow.

Howard C. Martin
Davidsonville, Md.

LIFE 540 N. Michigan Ave., Chicago 11, Ill.



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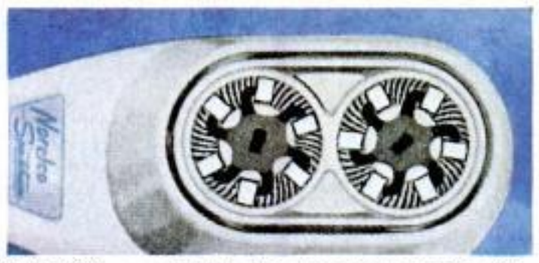


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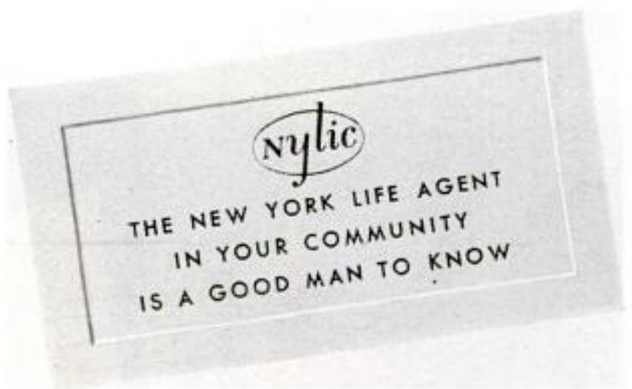
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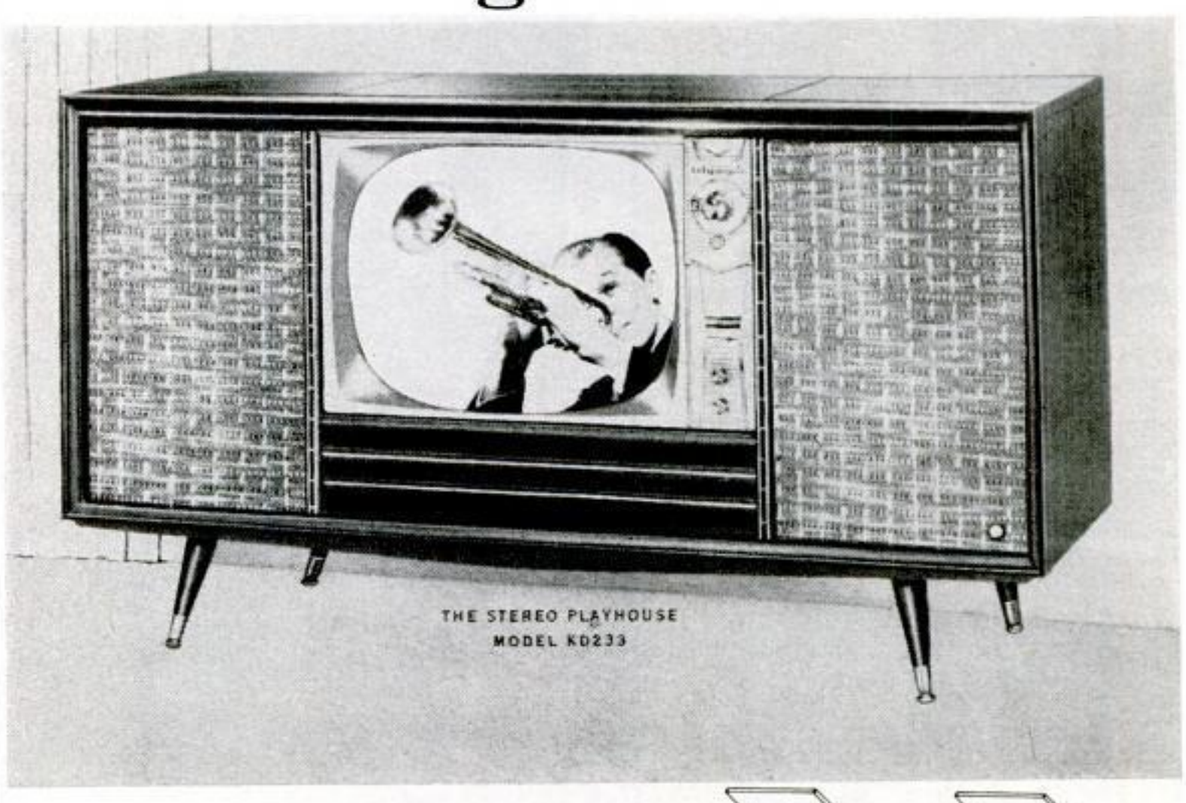
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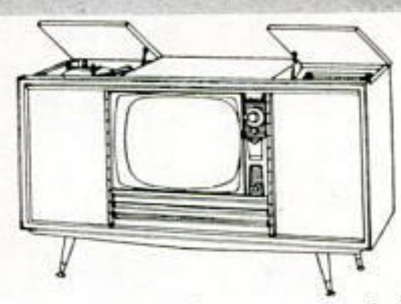
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LIFE

Vol. 457 No. 21 November 23 1953



AFTER ITS HANGING, THE EFFIGY CORPSE OF SECRETARY FLEMMING IS CARRIED TO AN AMBULANCE BY JOAN ALIAMUS, "MISS CRANBERRY" OF MODESTO, CALIF.

SAUCE, NOT THE TURKEY, GETS THE AX

MERCY, MA! NO CRANBERRIES?

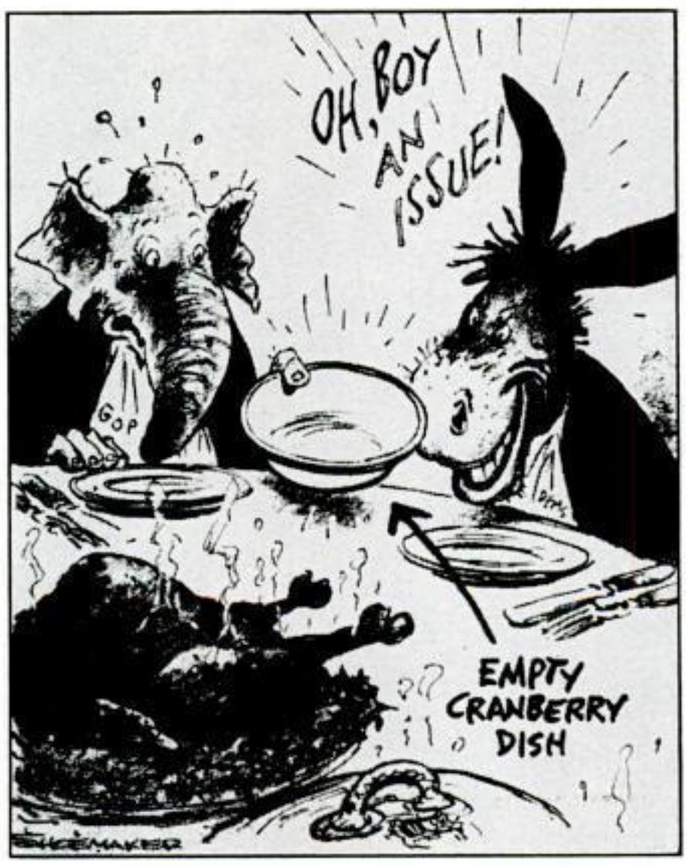
Last week a man named Arthur S. Flemming was symbolically hauled away in an ambulance for a deed as awful as denouncing motherhood on the eve of Mother's Day. As Secretary of Health, Education and Welfare, he came out against cranberries, just as everybody was beginning to plan the ritual Thanksgiving feed.

Secretary Flemming complained that some cranberries grown in Washington and Oregon bogs had been contaminated by a weed killer called aminotriazole—known to cause cancer in rats (if they are fed enough of it). He warned the housewife to buy only cranberries whose ancestry she was sure of. The trouble, it quickly developed, is that it is hard to tell where a cranberry comes from.

While the Secretary's inspectors were putting the berries under surveillance, the rest of the country got scared. Supermarket chains quickly hid their cranberries. Restaurants took them off the menu and one famous Chicago eating place prudently put its stock under lock and key. In Washington and Oregon, bulldozers had already buried 750 tons of suspect berries. In California two shipments were seized by federal court order. Cranberry growers in five states, seeing a $50 million crop gone to pot, allowed that Flemming was "ill informed, ill advised, irresponsible," and worse than anything in Russia.

The cranberry had defenders, but some were skittish. One Massachusetts politician agreed to attend a cranberry festival—if he was served red wine that only *looked* like cranberry juice. The braver stomachs of Vice President Nixon and Senator Jack Kennedy manfully swallowed cranberry products in Wisconsin. (Later the government seized 20 tons from Wisconsin Rapids, the town where Nixon had four helpings.) Dr. C. Boyd Shaffer, the toxicologist who had tested aminotriazole for its maker, American Cyanamid, declared a person would have to eat "15,000 pounds a day for many years" to get sick on cranberries—an exaggeration obvious to anybody who ever suffered a Thanksgiving bellyache.

In the midst of all the uproar it was perhaps fitting to discover that the cranberry weeds which aminotriazole kills so effectively are called "horsetail rush" and "panic grass."



CAMPAIGN LEER decorates Democratic donkey in *Herald Tribune* cartoon inspired by cranberries.

←CERTIFIED PURE, FOUR BRILLIANT TONS OF NEW JERSEY BERRIES ARE READY FOR CANNING

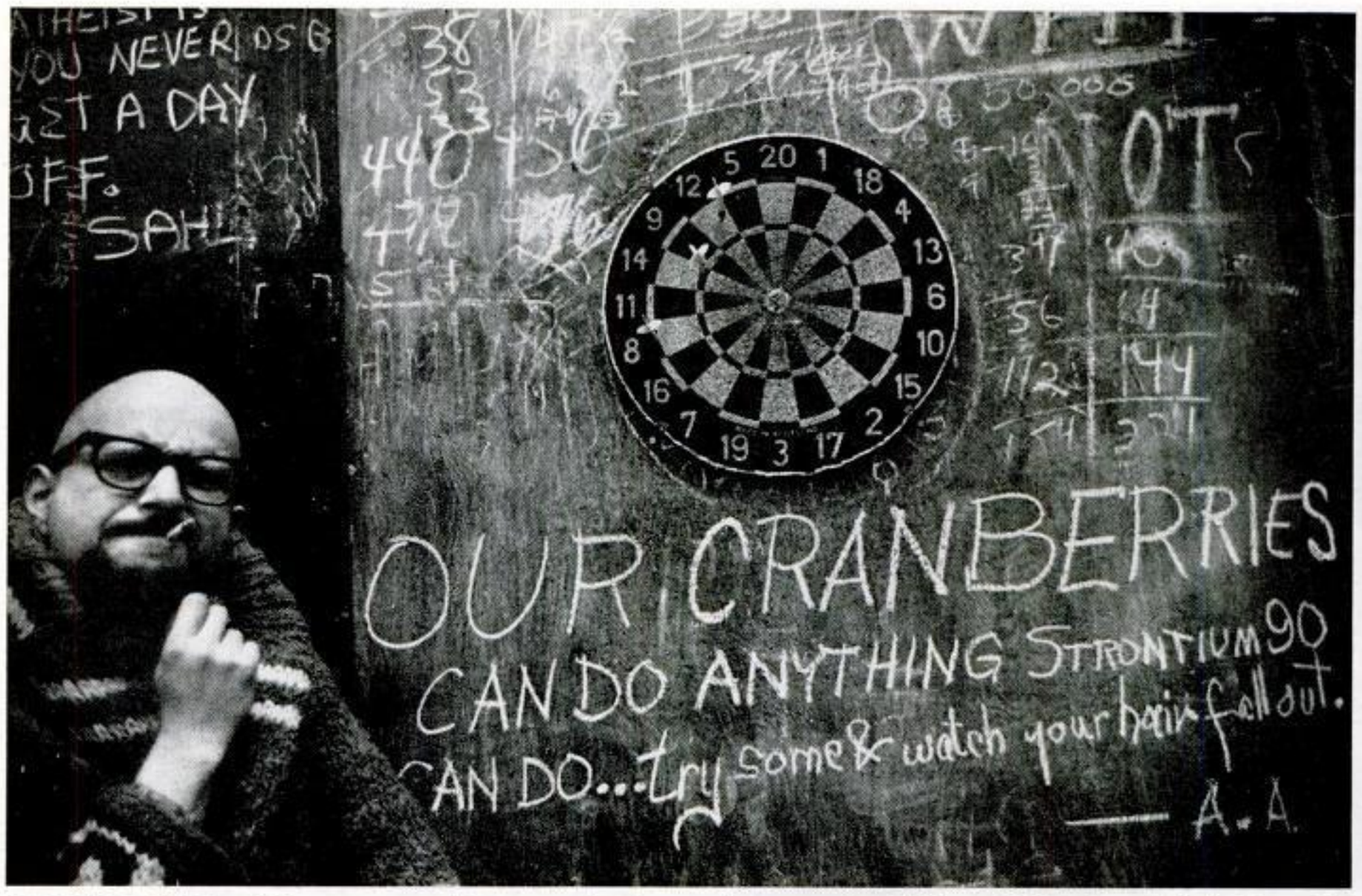
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BEATING THE BOG, first stage of cranberry harvest, is done with machine which whips berries loose from vines which have been deliberately submerged.

ROUNDING UP BERRIES (*below*), floating on flooded bog, is done with push paddles to herd berries into bucket lift which dumps them in crates on wheels.



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BEAT'S BLEAT, raising a sour red berry to level of atomic fallout, adorns wall of Chicago beatnik hangout, the College of Complexes. It is shown by Ahgdud Avidjian, a taxi driver and beard grower.

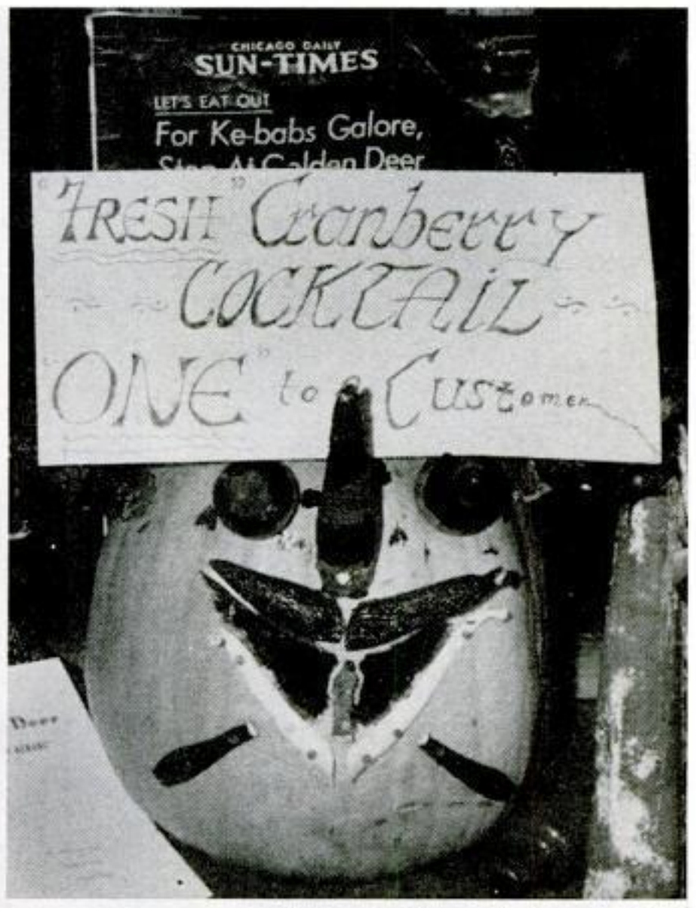


MIXED ADVICE is offered by Chicago restaurant which, however, had cranberries if anybody asked.

A RASH OF JOKES AND SUBSTITUTES

The cranberry crisis was one of the most crowded on record. Everybody got into it, from concocters of cranberry substitutes to beatniks. Those who still did not gag at cranberries would surely gag at some of the gags, for example: First man: "You hear about the unluckiest guy in the world?" Second man: "No. Who?" First man: "Big quiz show winner. Invested his winnings in a cranberry bog."

Among the busiest participants—and the most serious—were 100 inspectors and 60 chemists of the Food and Drug Administration. They pursued the "clean" cranberry as relentlessly as AEC scientists looking for a "clean" bomb. Happily, along toward the weekend, they found a lot of impeccable berries. Cranberry growers and distributors were planning to sit down peaceably with their enemy, Secretary Flemming, and figure out a plan for distributing the safe sauce in time for Thanksgiving.



SOFT SELL approach is tried by a Chicago nightclub which imposes a limit on cranberry guzzling.

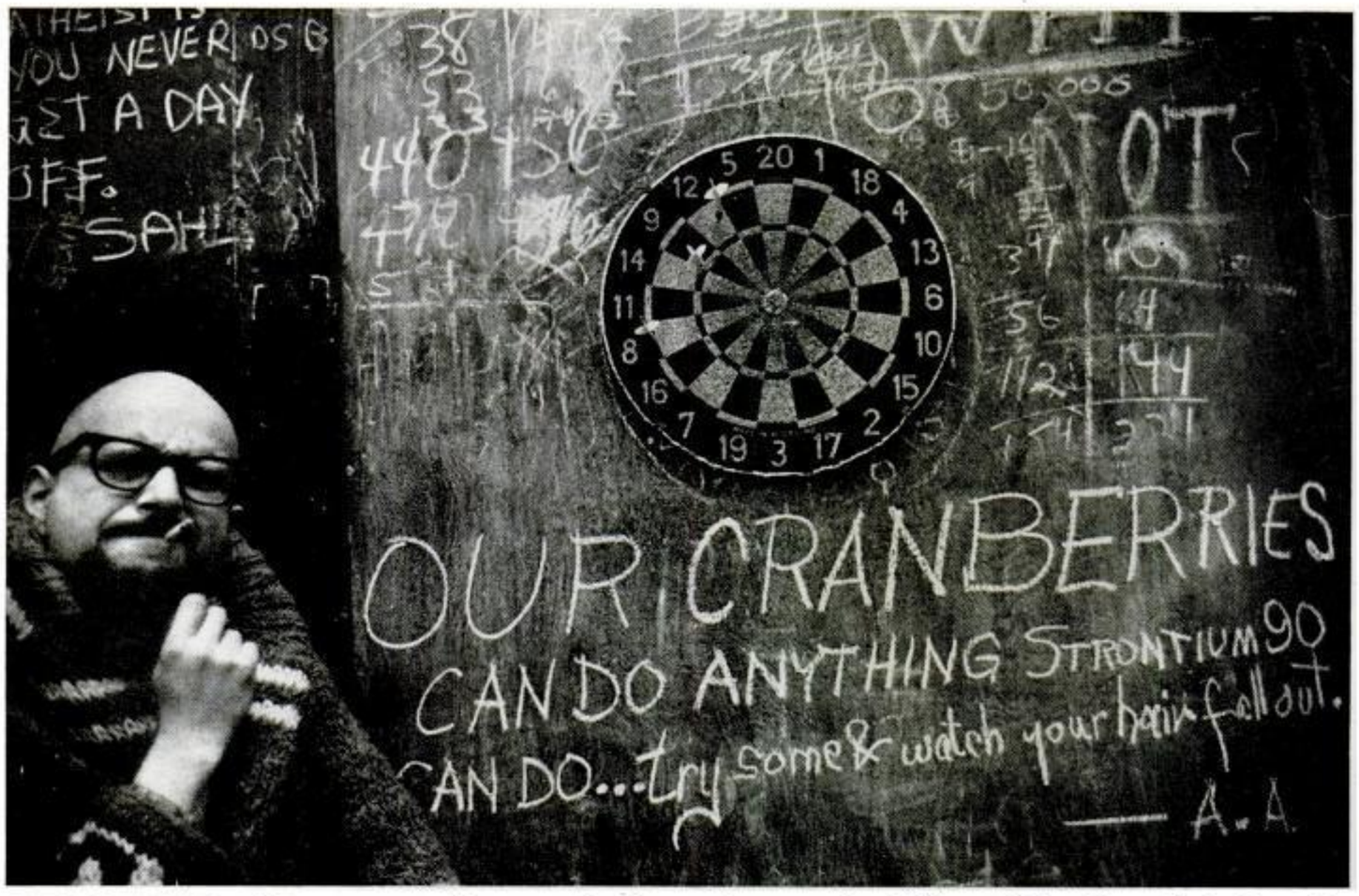


CAUTION COCKTAIL is shown by Barkeep Matthew O'Hara at Headquarters bar in New York. Old style Scarlet O'Hara with cranberry juice is in left hand, new kind made red with grenadine in right.

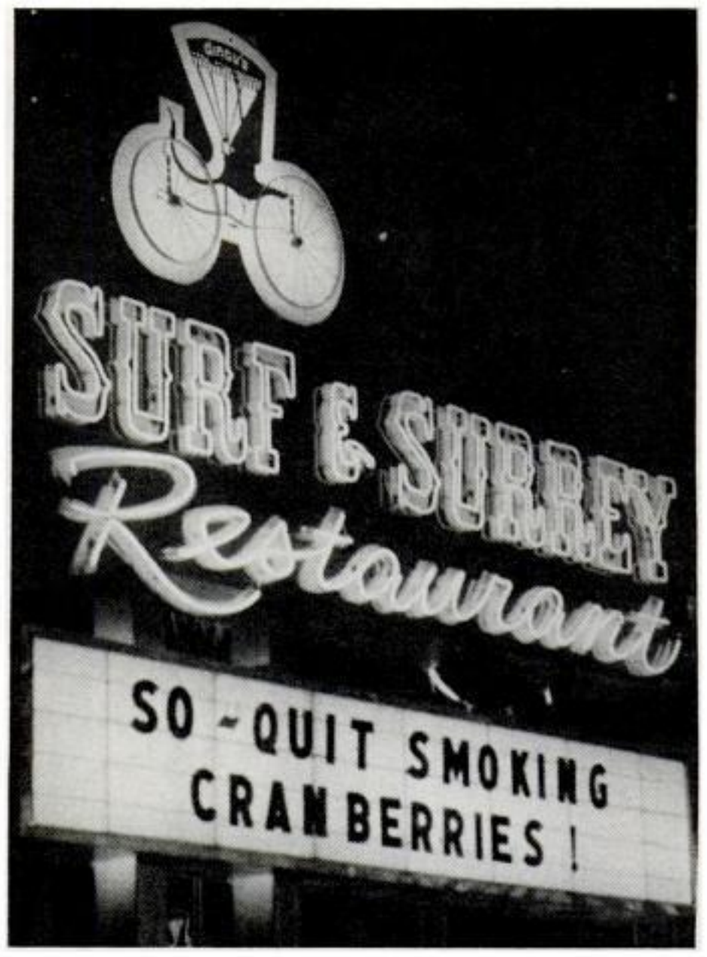


BAN ON BERRIES is posted on kitchen wall of the White Turkey Town House restaurant in New York.

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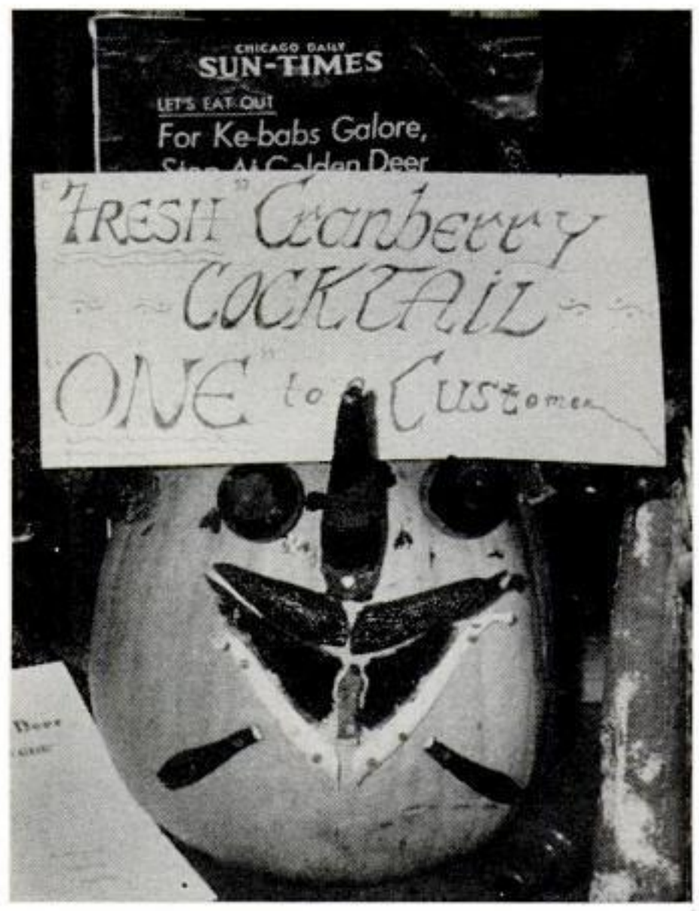


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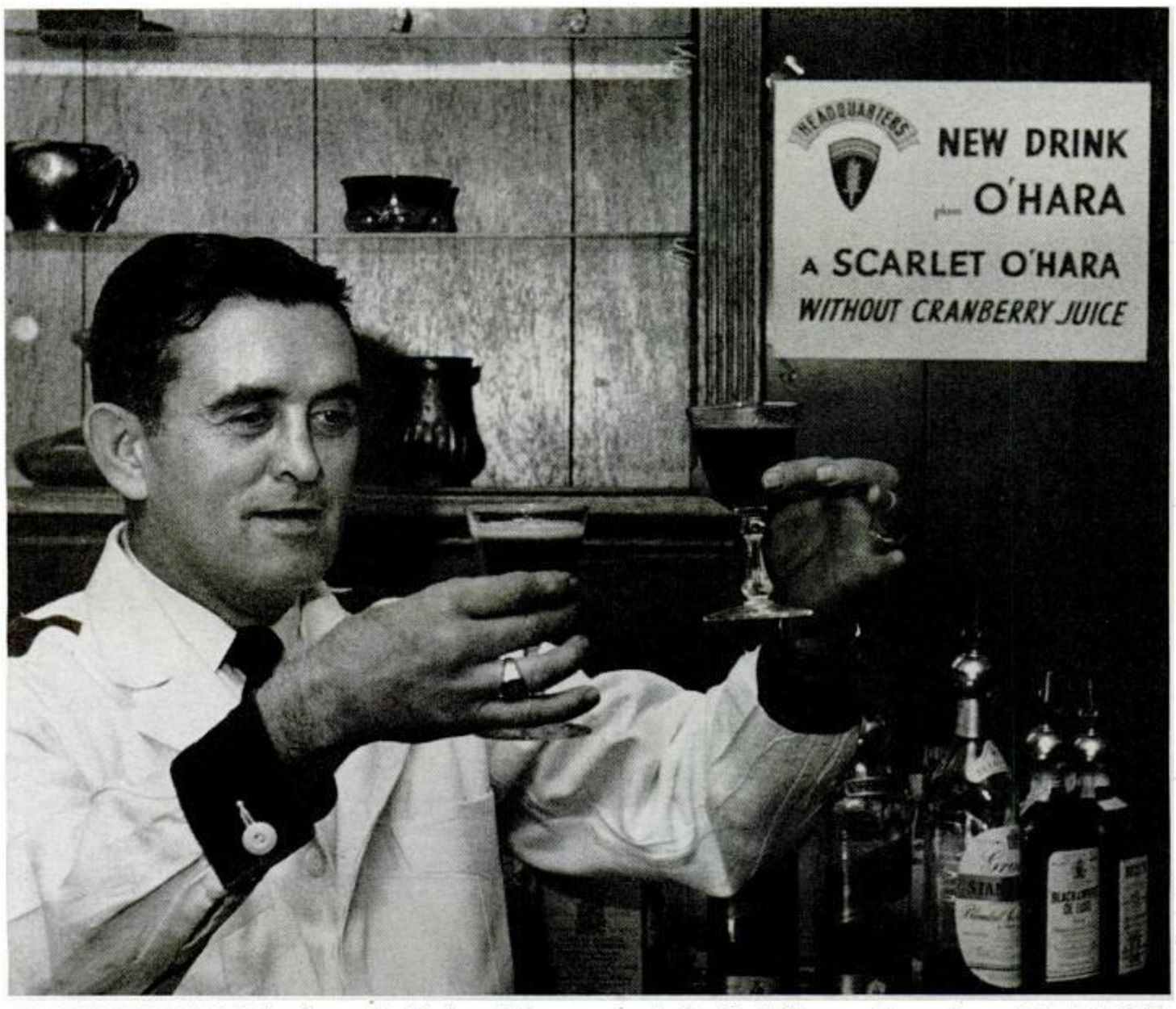
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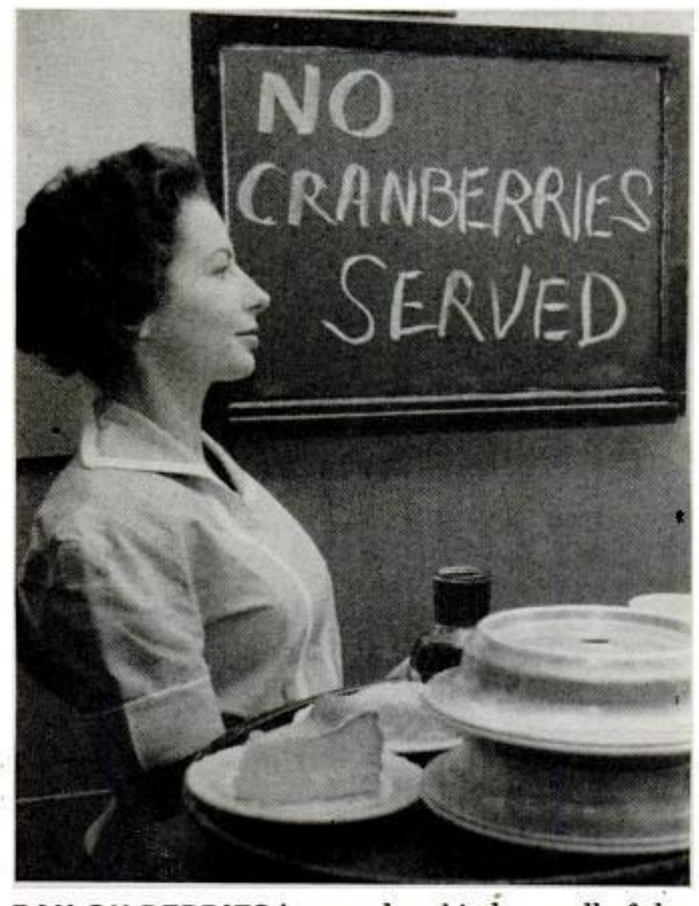
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A LOOK AT THE WORLD'S WEEK



A QUEEN IN QUESTION

Pouting beneath her crown in London, Miss World, Holland's Corine Rottschafter, found her title questioned. Two contestants claimed a judge was her fiancé, her 37-inch bosom padded. He was already married; Corine passed a remeasurement in a prechecked bathing suit.



MITCHELL'S MUNCHED HAT

Biting a slice of a three-layer frosted fedora, Labor Secretary Mitchell kept an April pledge to eat his hat if unemployment topped three million in October. The total was 3,272,000. He sent two big slices to opposing steel strike negotiators, whom he blamed for his plight.

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HISTORICAL HARROVIAN AT A SONGFEST

After their traditional songfest celebrating Harrow's 388-year history and the school's famous alumni, the students grouped to honor one of them in the flesh—Sir Winston Churchill. As he departed, the young boys in their starched white collars sang the school song with lines especially added to honor the pleased ex-prime minister who will turn 85 this month. "Still there are bases to guard or beleaguer,/Still must the battle for freedom be won;/Long may you fight, sir, who fearless and eager/ Look back today more than 60 years on."



←TANKER'S FIERY FINISH

At a dock in Houston, Texas, a fire on a barge spread to the tanker *Amoco Virginia*, loaded with gasoline and fuel oil. Seven crewmen died, but firemen, despite blistering heat, directed tons of foam into the billowing flames, saved an adjoining 200 acres of gas storage tanks.

CRASH'S ANIMAL VICTIM

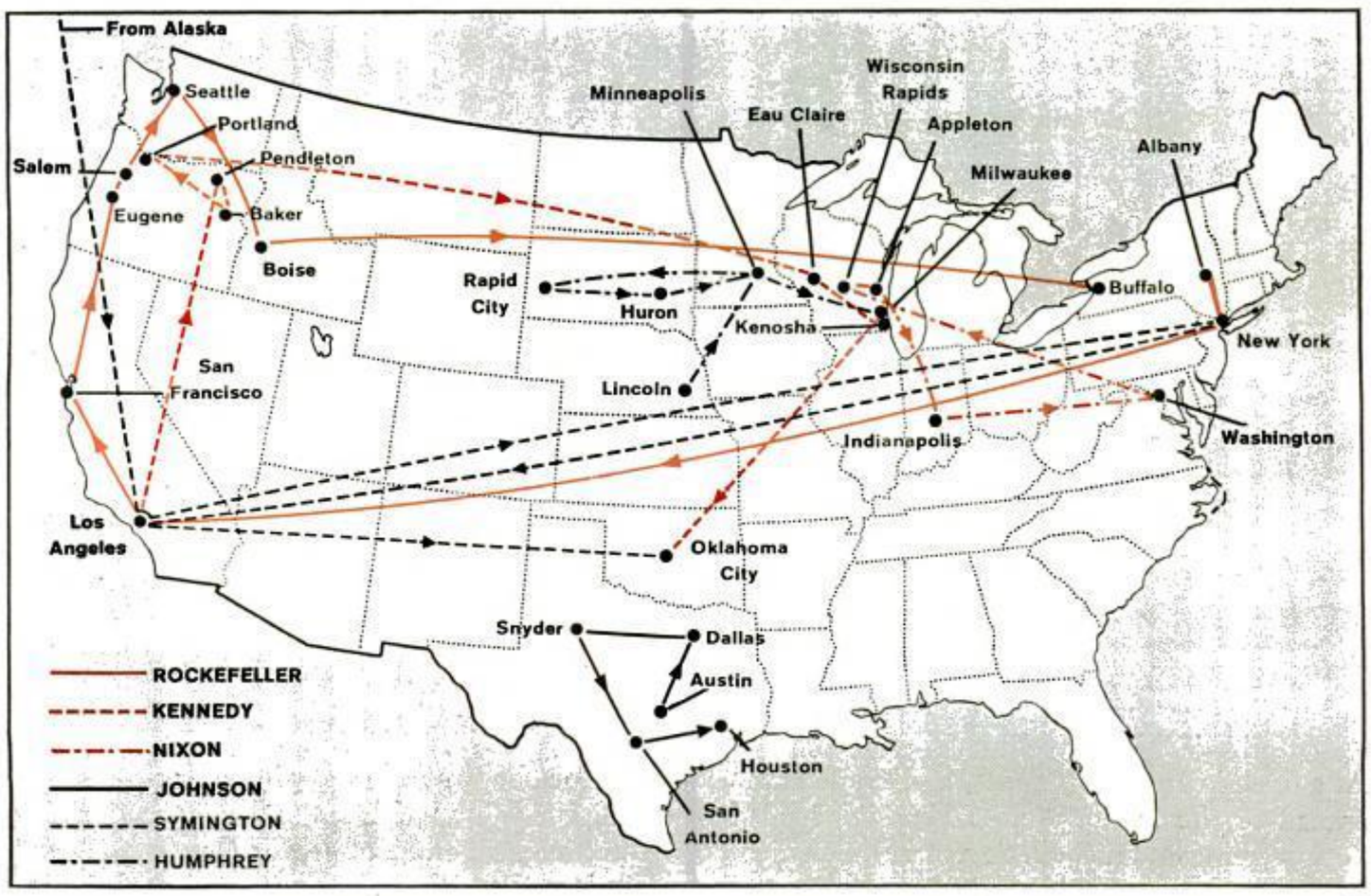
The torn body of a deer lay in a snowy Montana field, amid shrapnel-like wreckage, the victim of the explosive crash of an Air Defense jet. Flying in a formation scattered by a sudden blizzard, the plane was one of three that crashed. Two crewmen parachuted, while four perished.

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DEMOCRATIC HOPEFULS: SENATOR SYMINGTON, GOVERNOR PAT BROWN, SENATOR KENNEDY ATTEND OKLAHOMA-ARMY GAME AS GUESTS AT NORMAN, OKLA.

POLITICS 1960: FIRST ROUND BEGINS



CAMPAIGN TRAILS and key stops of the presidential candidates last week are shown on map keyed to names (*above, left*). Barnstorming was centered in vital primary areas, Wisconsin and California.

Politicians could not recall an off-year November with so much election-style campaigning. The trails of the hard-at-it presidential candidates crisscrossed the U.S. last week. "They're running the first lap," said one politician, "as though it were the whole race."

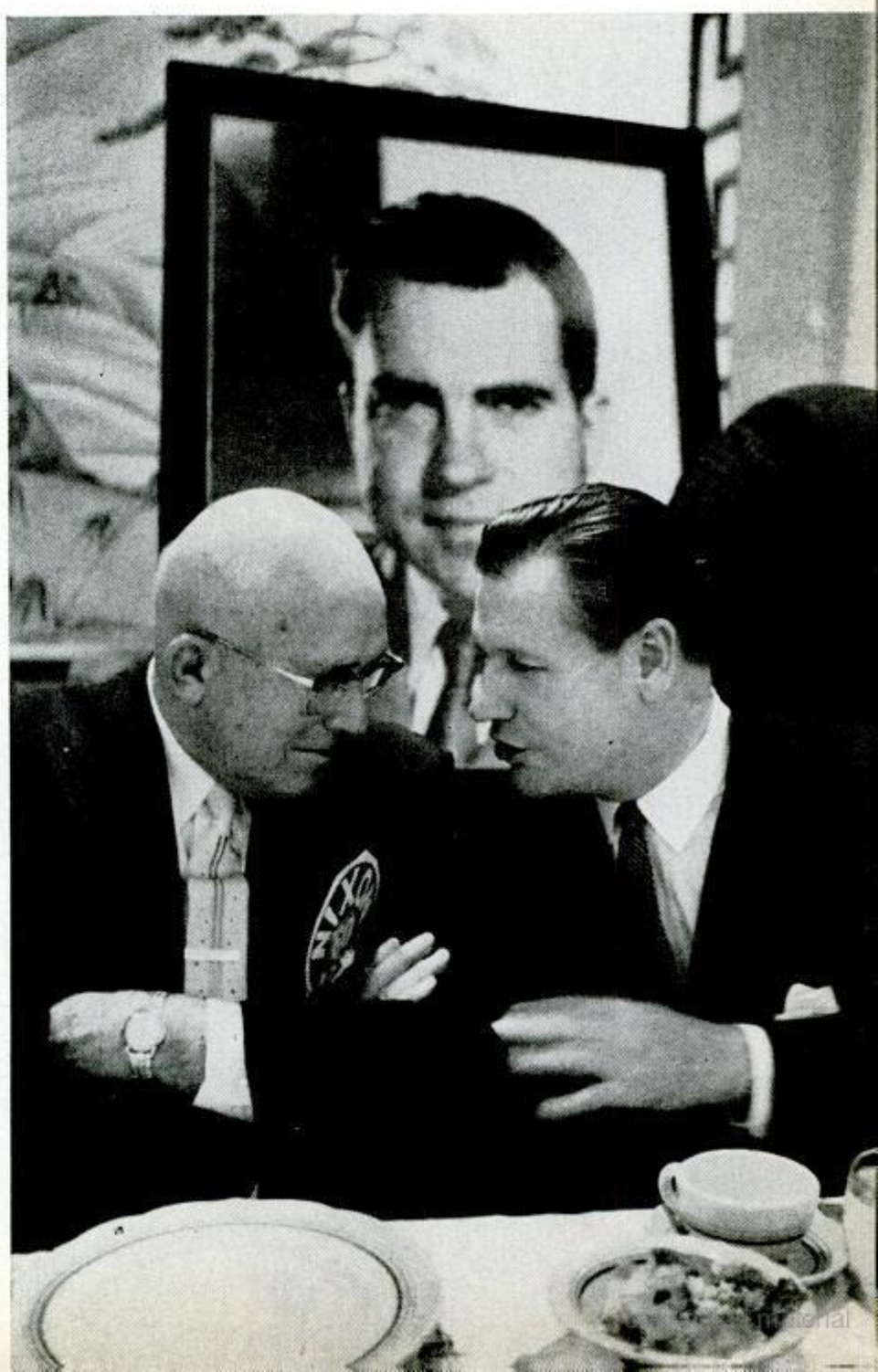
In Wisconsin, Senator Kennedy and Vice President Nixon crossed paths. In South Dakota, Senator Humphrey kept up his distinction of being the only unabashed candidate of 1959. In California, Senator Symington tested the political winds. Meanwhile, Adlai Stevenson waited and watched in silence.

Most of the jostling appeared to be friendly but Governor Rockefeller, who took the longest and boldest leap, ran into unconcealed hostility. Landing deep in the Nixon country of Southern California, he was received with well-organized coolness. At one appearance a Nixon telegram got louder applause than a Rockefeller speech. Rockefeller was repeatedly asked why he didn't want to run second to Nixon on the Republican ticket, to the point of diminishing patience. His parting shot: "Don't go selecting a President who has to be propped up." Then Rockefeller headed north and encountered warmer political weather in Oregon.

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NIXON'S GOLF STANCE AT BEVERLY HILLS (CALIF.) COURSE IS JOSHED BY CLUB PRESIDENT BERNARD WEINBERG, DANNY KAYE, PRO ERIC MONTI, DANNY THOMAS





SURROUNDED CANDIDATE, Governor Rockefeller is met by "Cal-Rocks" at Los Angeles airport (*above*). Later he is confronted by pro-Nixon Governor George Clyde of Utah and huge Nixon poster.

CONTINUED

POLITICS 1960

CONTINUED



TAKING STUMP, Kennedy (*above*) tells A.F.L.-C.I.O. leaders in Los Angeles that new labor act "is not perfect but it's better than it might have been." Rockefeller (*below*), talking to Republican leaders in San Francisco, said: "I think it's a useful thing to have discussion and excitement about candidates."





IN CLASSIC CAMPAIGN NUZZLE SENATOR KENNEDY TURNS ON CHARM FOR

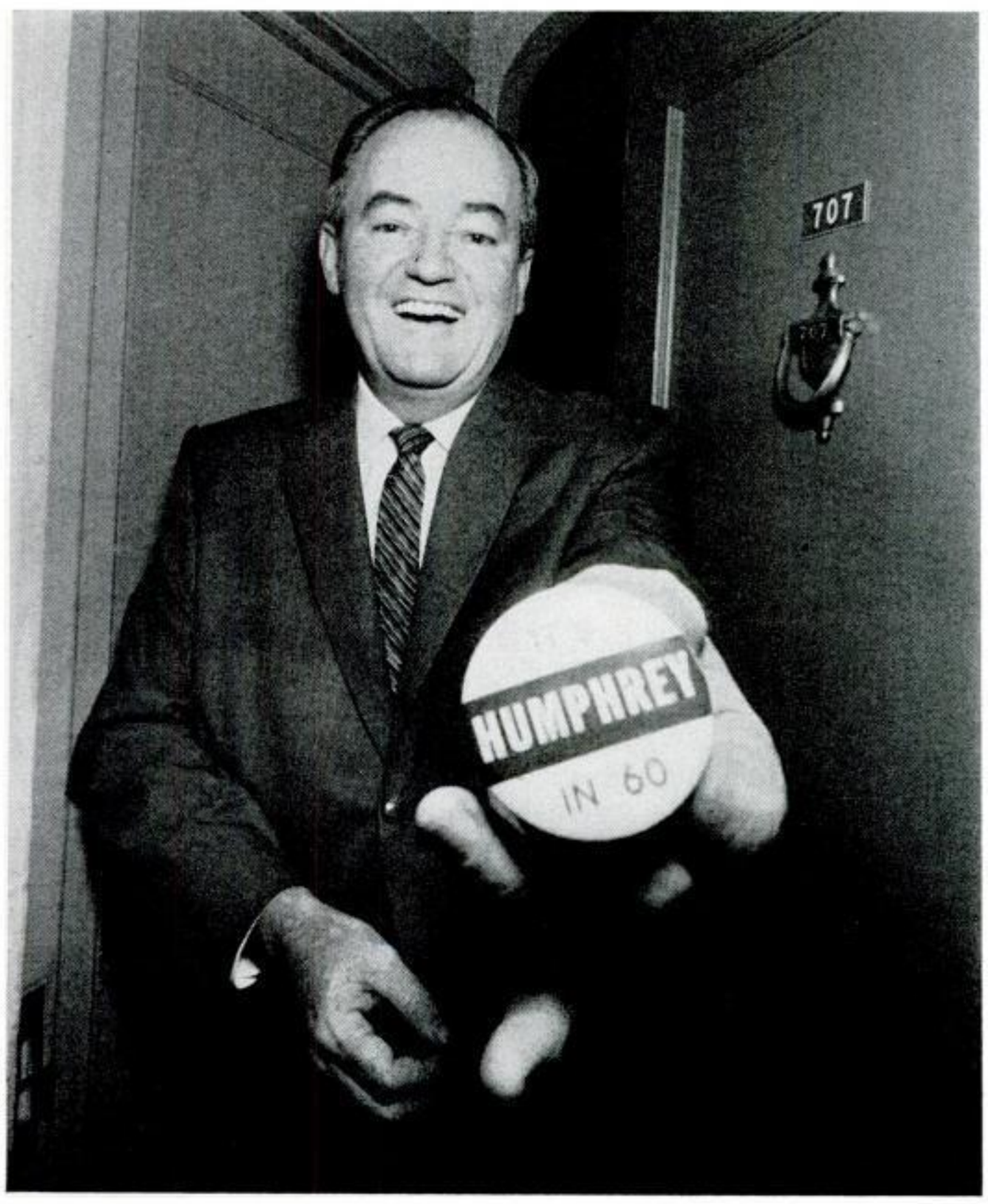


RUNNING AT HOME, Senator Lyndon Johnson meets admirer at Kiwanis-4-H dinner in Stephenville, Texas, where he was introduced as "our next President."

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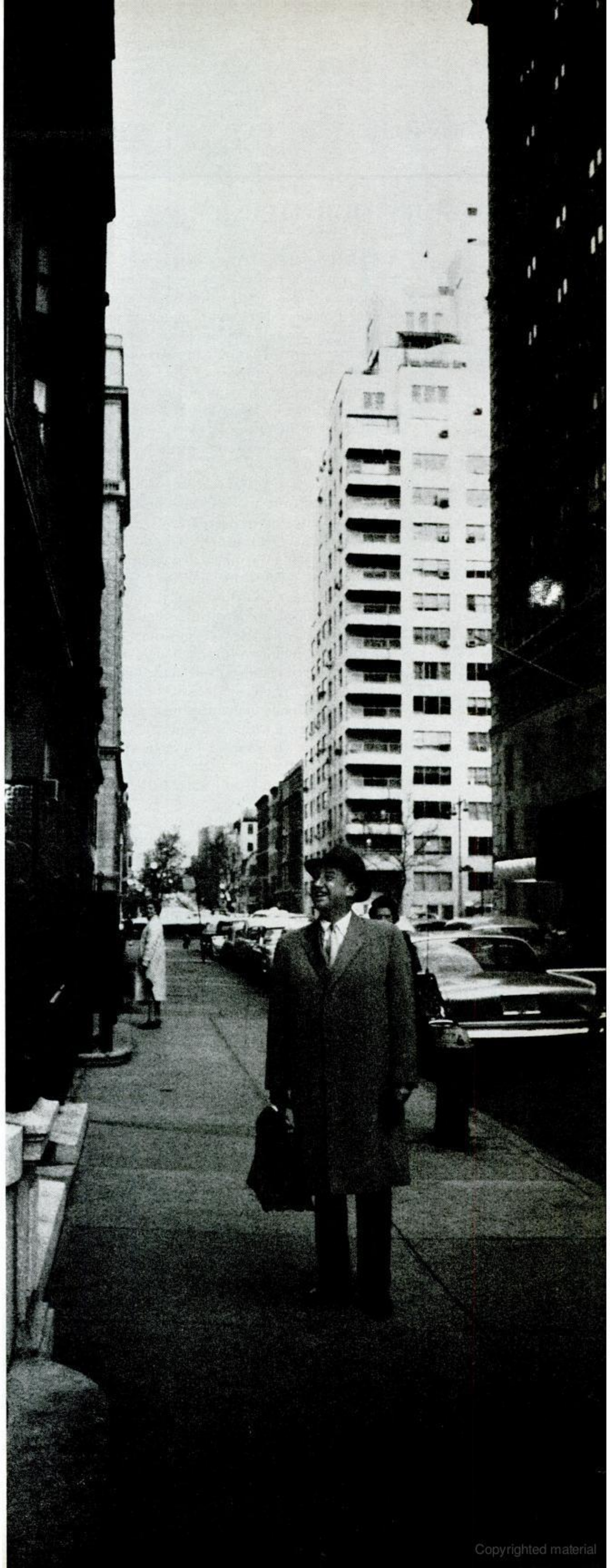


LEE ANN MEYER, 2½, AT DISNEYLAND, WHERE HE ARRIVED BY HELICOPTER



PLUGGING HIS PROSPECTS, Senator Hubert Humphrey displays a new campaign button in Rapid City, S. Dak. where he made a Veterans' Day address.

SILENT THREAT, ADLAI STEVENSON VISITS NEW YORK ON BUSINESS →



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EDITORIAL

Thanksgiving 1959

BESIDES OUR THANKS, WE OWE GOD A FURTHER QUEST FOR HIS TRUTH

THANKSGIVING DAY, which is both a religious and a patriotic occasion, may seem an anomalous holiday for a country that separates church and state. This consideration gave President Jefferson so much trouble that he refused to follow the example set by President Washington, author of the first federal Thanksgiving Day proclamation. But Lincoln revived it in the middle of the Civil War and we have celebrated it each year since with feasting, thanks and prayer. "On that day let us gather in sanctuaries dedicated to worship and in homes . . ." says President Eisenhower's 1959 proclamation, "to express our gratitude for the inestimable blessings of God."

God (even Jefferson agreed) is the source of the liberty our Constitution was drawn to protect, and our political institutions, including freedom of religion, were designed by and for a believing people. The positive role of religion in American self-government has been noted by every student since Tocqueville (who said "by regulating domestic life, it regulates the state"). Inevitably, Jefferson's "wall of separation" has been breached in several places, such as the tax-supported chaplaincies of the Armed Services. Thanksgiving is the most hallowed breach. It is a day on which the chaplains of three creeds (Protestant, Catholic and Jewish) are accustomed to hold services in the same place together. It is a gesture of spiritual unity in a pluralistic society, which can be observed with varying degrees and styles of reverence not only by Christian and Jewish and unchurched Americans, but by Buddhists, some 60,000 of whom in Hawaii are joining the Union as full-fledged citizens this year.

SO on our national card of thanks in peaceful and prosperous 1959, let's include a grateful mention of Thanksgiving Day itself. We need this sane and humbling reminder of our debt to Providence, both as individuals and as a nation. And with our thanks could go a thought for the holiday's specific human source. We owe it not to all the creeds that now celebrate it but to one of them: the nonconforming Protestants of New England.

The Pilgrims of Plymouth Colony, who held the first Thanksgiving in 1621, had no regular harvest-time holiday. They gave general thanks when Governor Bradford saw a cause for it (he saw more frequent cause for fasting and humiliation). The Pilgrims had no inherited holidays or conventions. They were people of quest, not of ritual. They were held together less by common experience than by a common love of God, a common desire to worship Him and a common thirst for new Christian truth.

Their pastor at Leyden, John Robinson, was a good Calvinist, but when they sailed for America he told them: "The Lord has more truth yet to break forth from His Holy Word . . . Luther and Calvin were great and shining lights in their times, yet they penetrated not the whole counsel of God. . . . Be ready to receive whatever truth shall be made known to you from the written word of God."

They never forgot that farewell sermon. They were true children of the Reformation, that great watershed in Christian history that swept away the barriers between Everyman and God. The Reformation proved—though not for the first or last time—the Faith's incredible power to renew itself. The Pilgrims were convinced and conscious agents of this renewal.

From this particular renewal flowed many great events: the spread of religious liberty, the political and civil liberty it drew after it, zeal for popular education and democracy, implanted first in congregational and then in civil polity by the logic of "the priesthood of all believers." No wonder our civil empire, as it expanded from a coastal wilderness over a continent, should honor the holiday and share the thanks of a band to whom such blessings can be traced.

But these blessings, as Gibbon said, were "the consequence rather than the design of the Reformation." And it had other consequences, also not designed, which support Emerson's statement that everything God made has a crack in it. One of these consequences is the continuous fission of Protestantism: the supremacy of private conscience, where (said Luther) "God wants to be alone," has multiplied the creeds to the point of absurdity. And creeds too narrowly shared (at least when not persecuted) are too easily drained of conviction. Since the Great Awakening of Jonathan Edwards' time, American Protestantism has thrived in numbers but dwindled in conviction. It has largely lost the intense theological seriousness and curiosity that marked its birth. It has lost the Pilgrims' concern for "more truth yet."

Professor Muehl of the Yale Divinity School, perhaps confusing cause with consequence, calls the Reformation "a primarily quantitative movement," aimed at dismantling the "ecclesiastical mechanisms that hoarded salvation and blocked the flow of grace" to the average man. He argues that "the unending Reformation" has continued this simplifying process, smoothing the difficulties of faith the way democratic education tries to smooth the difficulties of algebra or aesthetics. American Christianity has come to share "the shallowness and vulgarity of the mass mind." It deals in "cheap grace," it oversimplifies eternal mysteries with slogans and formulae like the Golden Rule. "Our tragedy is not that we suppose that *even* the simple can know *something* of God, but that *only* the simple can know *anything* of God." The time has come, says Muehl, for a *qualitative* Reformation.

Amen to that. But also for such a reformation there are no better models than the Pilgrims. There was nothing simplistic in the depth of their conviction. The quality of truth was their first concern.

WE have kept our devotion, which the Pilgrims gave us, to the dignity of every individual, and to government by consent and compact, and our "allegiance to principles rather than to persons" (as Henry Steele Commager puts it). But what of the other part of the Puritan tradition; its "deep-seated moral purpose, its ceaseless search for salvation, its passion for righteousness and for justice, and its subordination of material to spiritual ends"? These we also inherited, but mislaid. Like the Pilgrims in quest of more and better truth, we must now also look for them ahead.

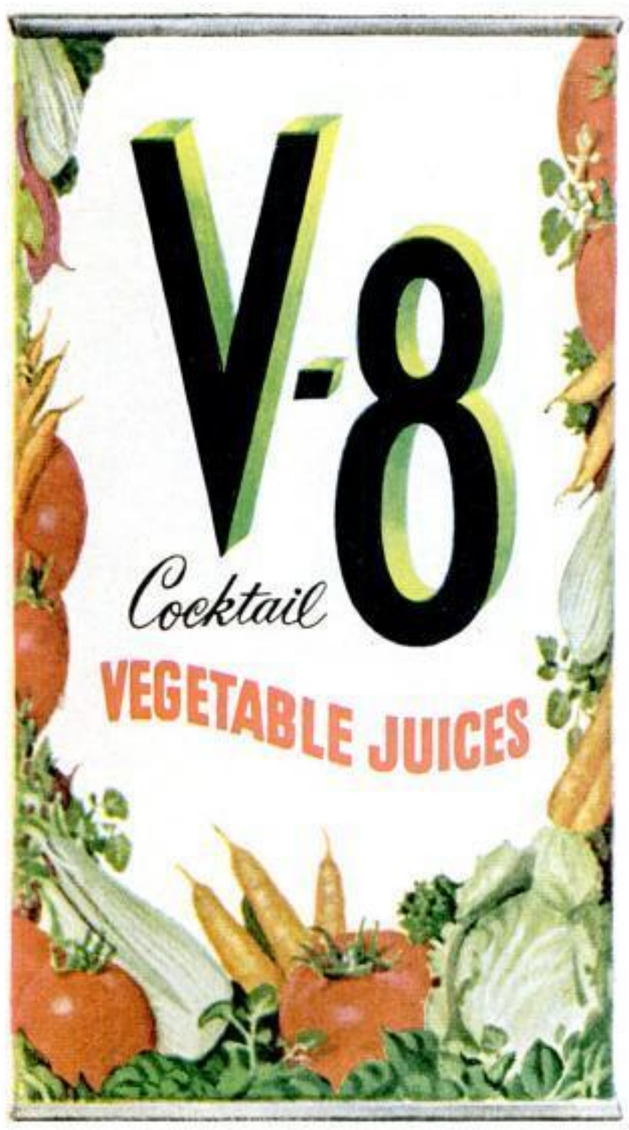
Thanksgiving is a genial admission of known blessings; but God imposes on us a greater obligation than thanks. The more strength, wealth, leisure and experience He showers on us, the more should we devote them to the "qualitative reformation" which the Pilgrims also represented, but which got sidetracked by the great work of democratization. A new age of discovery is opening, whose consequences for society, though unforeseeable, will be as great as the consequences of the Reformation. Americans, of all people, should make it an age of spiritual discovery, of renewed conviction and quest for more knowledge of God and His will.

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America Pauses to be



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that is ours in America.



Thankful...for the hope-filled future
that is our children's heritage.



Thankful...for all the bounties
our fertile land provides.

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Thankful!

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NEW YORK DISK JOCKEY WILLIAM B. WILLIAMS SHOWS WHAT SPURS THE PAYOLA—THE HOT COMPETITION OF THE 8,000 RECORDS A DEEJAY RECEIVES EACH YEAR

Gimme, Gimme, Gimme on the old PAYOLA

As probers turn from TV to radio, clear evidence of disk jockey bribery crops up

With the facts of TV-quiz corruption firmly fixed, evidence has begun to turn up of wholesale corruption in radio—among the entertainers who dominate that field today, the disk jockeys. The U.S. was becoming familiar with a new word, "payola," trade jargon for bribes to promote certain records over the air. The Harris subcommittee in Washington considered public hearings on payola in December. Preliminary investigation indicated that there was plenty for the probers to dig up—and so does the lively slang prevalent among the disk jockeys themselves (*right*).

The climate for deejay corruption is created by the enormous output of popular records. Many more are produced than can be played over the air—and moreover, as New York's William B. Williams (*above*) says, "If a disk jockey had to listen to all these records, he'd go to the kookie house."

Bribes in cash or goods are paid by music publishers to plug a song in all its recorded versions, by record companies to boost their own disks and by record distributors to promote the makes they handle. Besides the deejays, others in a radio station who can influence music selection are paid.

Many disk jockeys like Williams, who makes $65,000 a year, do not have to rely on payola. But on the following pages LIFE shows how payola does work, in stories by a disk jockey (*pp. 46, 47*) and a record executive (*p. 48*).

DEEJAY SLANG GLOSSARY

Dead Presidents—$20 bills with Andrew Jackson portrait, $50s with Ulysses Grant portrait, etc. used in payoffs
Bread—the cash involved in payola
Schlockmeister—a master at accumulating the *schlock*, or loot
Freebie—plug for a record given without payola
Charts—hit record lists in music trade magazines
Happening—a record making the charts
Breaking—a record moving up on charts
Ride—to play a record repeatedly
Hyping a platter—overselling a record
Bomb—a terrible record

CONTINUED 45

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AUTHOR ED McKENZIE has honesty vouched for by a salesman who says, "He took a record of mine once and broke it right in front of me and said, 'Play that damned thing? It's lousy and you know it.' "



IN LOS ANGELES Disk Jockey Dick Whittinghill makes $30,000, says he takes no payola. He is suspicious of his colleagues who loudly proclaim their innocence and thinks "they protest too much."

A DEEJAY'S EXPOSE—AND VIEWS

Edmond T. McKenzie, 48, has worked in broadcasting in Detroit since 1937. His career, income and popularity had gone steadily upward until he quit bigtime radio in disgust some eight months ago. Here he tells what made him want to leave.

by ED McKENZIE

Eight months ago I quit a $60,000-a-year disk jockey job on Detroit Station WXYZ. I could not stand present-day "formula radio"—its bad music, its incessant commercials in bad taste, its subservience to ratings and its pressures of payola. Because of the charts that are put together by numbers of music trade publications that rate the popularity of records, I had to play music on my program that I would never have played otherwise. And the charts are phony because of the most disgusting part of the radio industry—payola.

Payola really got started about 10 years ago. Until then the record business was controlled by the big companies like Decca, Columbia, RCA-Victor and Capitol. When the obscure little record companies started up and began turning out offbeat records by unknown artists, they looked for a way to get their product distributed and played. The answer was payola: offering disk jockeys cash to play records they wouldn't ordinarily play.

I never took payola because to me it was completely dishonest, but I was often approached by small companies who were having a tough time getting their stuff on the air. They would say, "Well, how much do you want to ride this record for the next three weeks?" They might offer $100 for a one-week ride, which would have meant playing the record several times a day to make it popular.

Many disk jockeys are on the weekly payroll of five to 10 record companies, which can mean a side income of $25,000 to $50,000 a year. The payment is by cash in an envelope. Phil Chess, co-owner of Chess, Checker and Argo Records, told me that when he called on certain disk jockeys to promote his records, the first question some jockeys asked was, "How many dead presidents are there for me?" Dead presidents means the presidents on bills (see glossary, p. 45). A $20 bill is a "Jackson."

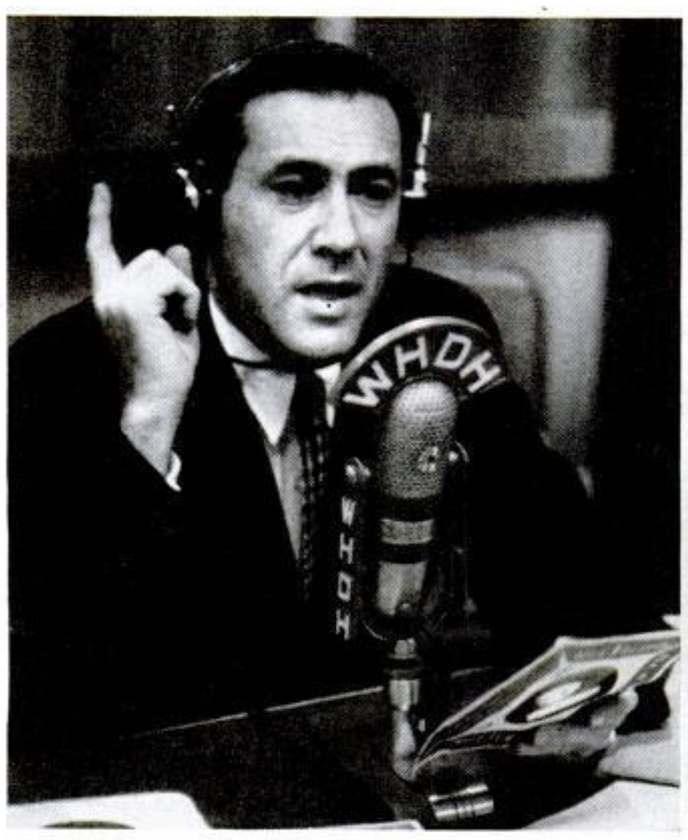
The small company knows that if it can score in a key record-selling city—Detroit, Chicago, Cleveland or Pittsburgh—it will score nationally. If an unknown artist on an obscure label makes a noise in one of these cities, the record sales are promptly published in the trade papers—*Billboard*, *Cash Box*, *Variety*. Other jockeys around the country see these listings, and a chain reaction is set off. The offbeat record becomes a money-making hit, all through payola.

Another way to rig the key cities is to fix the best-seller charts. I know many record production men who take out a girl who works on the local chart. They give her a big time, wine her and dine her, buy her gifts, become very friendly. Then they get her to list their record, even if it isn't a big seller.

It's even worse in the bigtime. Many music publishers tell me that to get a song played on one popular teen-age program, they have to give the star 50% of the song. He wants either half the song or a half-interest in the recording artist before he will put it on his program. He rejects many songs because he can't get a piece of the record.

"Slicing up" an artist in this way often involves a jockey. A few years ago we had a case like this in Detroit when a New York song plugger, a nightclub owner and a local disk jockey sliced up Johnnie Ray early in his career. They pushed and plugged him in Detroit until he became popular, but they never got their cut of Ray's subsequent big earnings. Johnnie Ray didn't dare come back to sing in Detroit until he bought back the club owner's share of his contract.

Payola usually begins when a song plugger or publisher comes to town and takes the jockey out for dinner. The sky's the limit on entertainment—drinks, girls, everything. There is always a big follow-up at Christmas. They flood you with liquor, TV sets, hi-fi sets, expensive luggage, big baskets of food, watches,



IN BOSTON Bob Clayton says that no one has tried to bribe him for three years. He feels that payola has little effect because "the public decides what record is going to be a hit—not a disk jockey."



IN WASHINGTON Milt Grant says that he has no knowledge of any payola. He says, "I can't believe that any disk jockey would reduce the quality of his program just to make a dollar and impair his future."



CHRISTMAS LOOT that has been showered on Chicago Disk Jockey Jim Mills in last three years includes ham he is holding, jewelry, cutlery, clocks, liquor, etc. He also received small amounts of cash.

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OF THE TRADE

silk shirts, imported sweaters. The flow doesn't stop after the holiday season. A record plugger once offered to install a bar in my basement. When one Detroit jockey moved into a new home, his property was landscaped with hundreds of dollars worth of evergreens and flowering shrubs and trees.

Once when I had tried to squelch a song plugger who was after me to play a certain tune, he mailed me a $100 government bond in my name. I was the only person who could cash it. I did cash it for $75, added $25 of my own in interest and mailed a $100 check to Leader Dogs for the Blind. I mailed the donation receipt to the song plugger and said, "This is where your money went." I never played his record.

Radio station managers are aware of all the bad practices of payola, but I guess they take the attitude that "the kid isn't making much salary here, so if he can make a little on the side, God bless him."

Bad as payola is, it isn't the only thing an honest disk jockey has to fight. Between each record you are required to give two, three or four commercials. Even though I was paid a commission for each commercial I gave at WXYZ it bothered my conscience terribly. I knew that I was driving any intelligent listener away from radio with this drivel.

How could anybody bear to listen to this sort of thing? One answer was given by Leonard Goldenson, president of American Broadcasting-Paramount Theatres. He said the ABC network was after one listener, the housewife just out of her teens. That is why you hear this so-called teen-age rock 'n' roll junk.

All of this—payola, ratings, the bad music, the obnoxious commercials—was more than I could take, so last spring I quit formula radio. I have since joined a group of other radio mavericks at WQTE, a small daytime station in Detroit-Monroe. On this station I feel I can honestly entertain people without excessive commercialism, and I don't have to play any music unless I think it's good. The station is only 500 watts—but it's honest.



IN BALTIMORE Buddy Deane says that he is clean but wisecracks, "The radio disk jockey who is expressly forbidden to take payoffs knows it's because the station manager wants to keep it for himself."



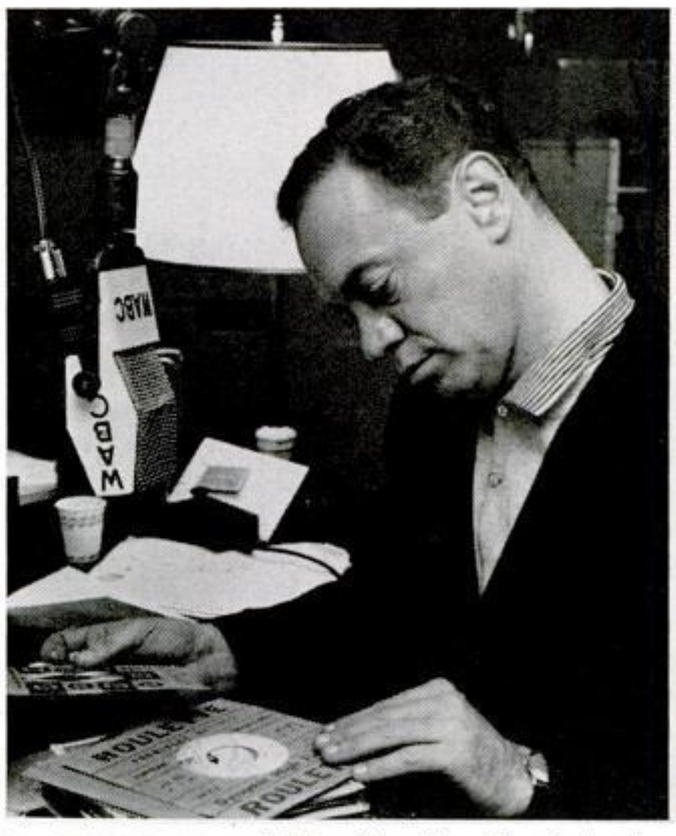
IN CHICAGO Howard Miller says he turned down many deals. He contends that payola alone can't make a hit because "if you paid off enough guys to make a hit record, you'd have no money left."



PITCH TO DEEJAY is made by Salesman Gunter Hauer of Universal Record Distributing Corporation (*right*), who wants Dick Clark to play a new record on his show, as Producer Tony Mammarella listens. Clark heard record, said "weird sound," did not commit himself. Clark owns a record-pressing plant and music house. As for payola, Clark says, "I've never taken advantage of the position I have."



Mills considers these trinkets something of a nuisance. He points out that he plays the records of established stars who need no payola, says that bribes are mostly used to promote rock 'n' roll.



IN NEW YORK rock 'n' roller Alan Freed also has some interests in music publishing houses, has received Christmas gifts. He says that he has rejected bribes but accuses record makers of racketeering.



IN CLEVELAND Bill Randle thinks payola is "typical of business morality—it stinks." He says, "I've had it," and plans to get a Ph.D. in American Culture, leave the radio field and become a teacher.

CONTINUED 47

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LEADING NUTRITIONAL EXPERTS AGREE WITH

what every Mother knows about her children's breakfast



Often a Mother's instinct leads her straight and true to the same conclusions that "scientific research" announces later on. For instance, the nutritive experts' unanimous approval of a good *hot* breakfast for growing children.

Haven't America's Mothers *always* known this? Both by instinct and experience? Of course.

The most precious thing in a Mother's world are her youngsters. She builds her life around their growing up. And each morning, when she sits them down at the table, after their long night without food, and with that busy, bustling day ahead of them, she is just as aware as any nutritional expert of their need for the right kind of food.

Naturally she keeps a whole pantryful of good breakfast things on hand to nourish those early morning appetites. But "deep down inside" she always feels best about giving them a good *hot* breakfast . . . a good hot *oatmeal* breakfast . . . made with Quaker Oats.

So tomorrow, for the children's good *and* your own, Mother, take that *one little minute* from your busy morning schedule (1 minute of cooking time is all it takes now) and give your family a good hot breakfast of oatmeal . . . unequalled among all leading whole-grain cereals in protein, Vitamin B_1, food-iron and food-energy. Use either Quaker Oats or Mother's Oats. They're the *same, wonderful* oatmeal.

THE QUAKER OATS COMPANY

RECORD MAKER DESCRIBES PAYOFF

Three months ago, on his program over a Chicago radio station, Broadcaster Phil Lind got from a local record company executive a completely candid account of how the disk jockeys work the payola. The explosive interview drew practically no public reaction at the time. Here LIFE *prints excerpts from the interview and reveals who the executive is: Dirk Summers, president of Roslyn Records, a small new company.*

SUMMERS: They have a policy here in Chicago. To get a record played, well, to be very blunt, you have to pay so much.

LIND: To whom?

SUMMERS: Well, this can be to the program director, to the disk jockeys themselves. It depends.

LIND: Do they stipulate certain prices?

SUMMERS: I was told how much—by a very famous disk jockey. I was told how much it would cost me per week to have the record played four times a day on his station.

LIND: How much would that cost?

SUMMERS: It would cost me $200 a week for this one deejay.

LIND: You signed deals with him?

SUMMERS: Oh, no, we never signed deals. They wouldn't sign anything. You have to pay them in cash. Always in cash.

LIND: What was the smallest deal offered you?

SUMMERS: A hundred dollars a week.

LIND: And what would he do for one hundred dollars?

SUMMERS: He would play it two times a day on his morning program.

LIND: How could he play it two times a day on one morning program?

SUMMERS: Well, he would play two selections from the album. There are four in the album.

LIND: He would speak about it in glowing terms?

SUMMERS: I don't know whether he would do that or not. He didn't promise that.

LIND: Have you made a deal with anyone in Chicago?

SUMMERS: I have been approached for at least 20 deals in Chicago. I have not accepted any.

LIND: Are you talking of major stations? And major disk jockeys?

SUMMERS: I'm speaking of major stations and very major disk jockeys. I'm just one record company. There are something like 127 record companies in the country. Now if you figure that they are getting $200 just from me, and say they just take 10 other companies. There, in itself, you have $2,000 a week.

LIND: What about the owners of the station or the big boys in charge of the station?

SUMMERS: Well, I think if they know, they're not interested because, they say, disk jockey Mr. X is getting $700 a week and that head of the station knows that if the jock goes to another station he'll get $1,500 a week. He understands that the deejay has to supplement his income somewhere. So I think they turn, sort of turn their faces to it, or their backs, and let him get what he can get.

LIND: How many will it take of these hundred dollar bills before a record becomes popular?

SUMMERS: I figure, if I would put, oh, $22,000 in promotion, we'll call it in Chicago, this disk would become popular.

LIND: Then you do believe the disk jockey has the power to make this record popular?

SUMMERS: Oh, very definitely. I was told by this one deejay that he could either make this record or no one would ever hear it. The choice is mine.

LIND: What was the highest fee that you came across?

SUMMERS: Two per cent interest in my recording company which at the stock face value would be about $3,000. He wanted to become a stockholder in my company.

LIND: For how long a period?

SUMMERS: Well, he said that he would help me with any future releases.

LIND: This is permanent?

SUMMERS: This is permanent!



THE EXPOSER, Phil Lind (*left*) interviews Comedienne Dody Goodman (*center*) with Auto Dealer Marte Eritt in car showroom. In foreground are detectives who guarded Lind after he was threatened because of his payoff revelations.

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SPRING

the "air-conditioned" cigarette



An amazing electronic process creates the lightest, mildest, cleanest taste in smoking!



HUNDREDS OF MICROSCOPIC OPENINGS...

You can see these tiny "windows" when you examine Spring's paper against a strong light. Through these openings, air comes in to keep Spring burning evenly, smoking cooler.

Only Lorillard research has the exclusive electronic process which makes this possible.

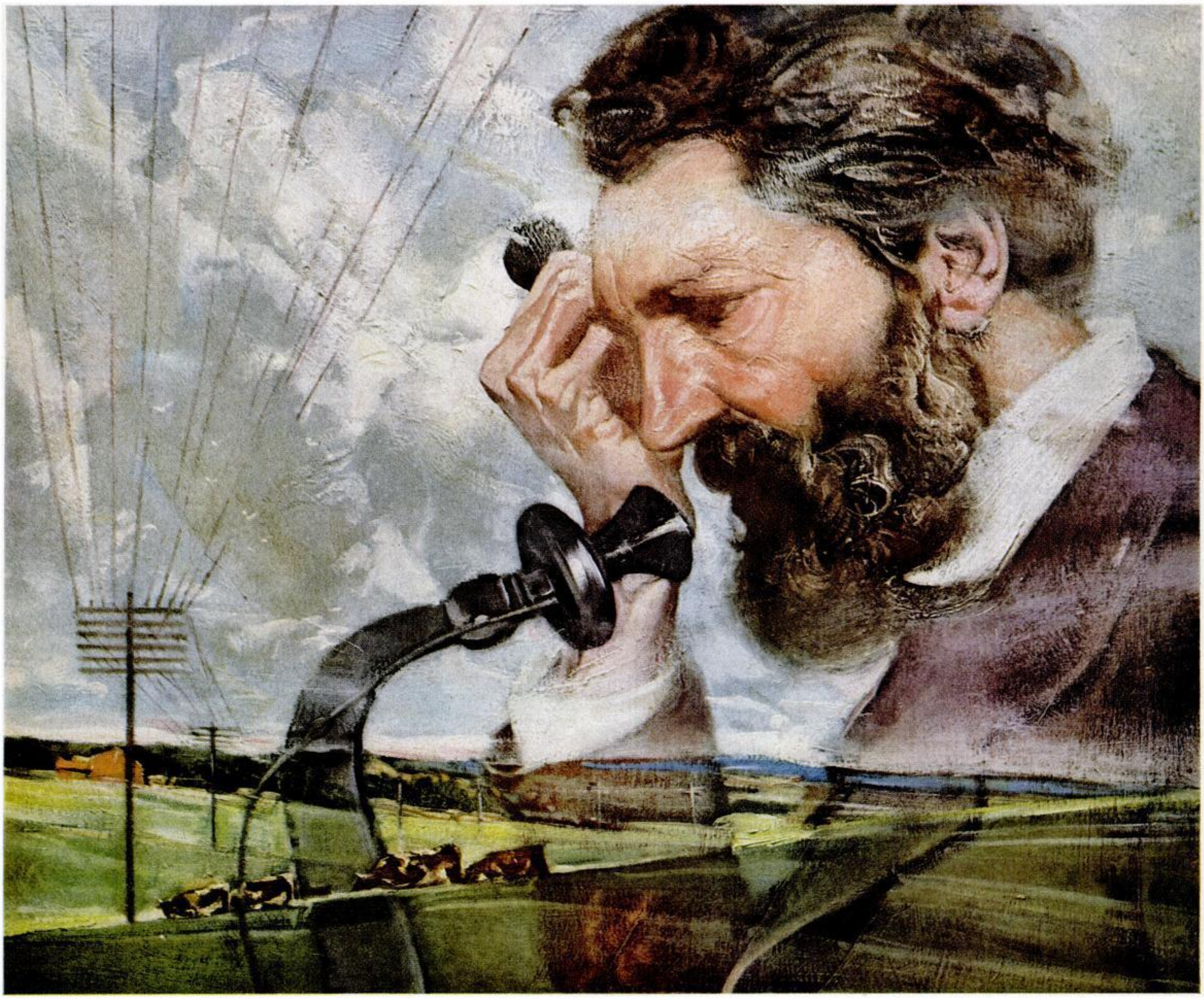
And Spring contains the lightest possible touch of menthol, for soothing taste.



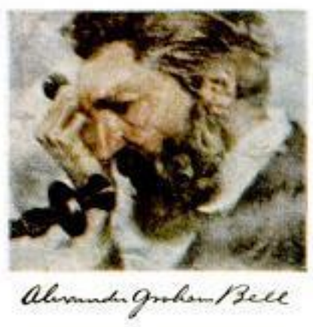
SPRING TASTES DELICIOUS...BECAUSE THE SMOKE IS "AIR-CONDITIONED"!

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He made a magic wire talk your language...


Alexander Graham Bell

IT WAS different then. The old enemy of distance prowled everywhere. And people were separated by the bigness of this land.

That was what started young Alec Bell thinking. He knew well what it meant to be shut off from the sounds of familiar voices. You see, he was a teacher of the deaf.

It wasn't easy—explaining sound to those who knew only silence. He had to take hold of sound and pry loose her secrets. He had to find out what she looks like. What she's made of. And then he learned that sound was willing to learn from him.

So he taught sound to change herself into a new form—electricity that wiggled up and down along a wire and carried with it all the laughter and sadness and anger and love of men's everyday conversation.

Wherever they strung Alec's wire, distance just shriveled away. The plain, friendly speech of the western farmer could be heard, clear and distinct, in Boston. A man in New York could find out how things were going in California without even raising his voice. Alexander Graham Bell's telephone was talking their language.

Some inventions change the way people live all over the world. If so many of them have happened in America, it's because in this country there's always a dream of doing things better. And part of that dream is that each of us can make it come true.

John Hancock
MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS

Ask your John Hancock Agent about our new Signature Series—the most advanced life insurance contracts for every need.

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ARE YOU A PET OR A PATSY?

Our unfair tax laws coddle some citizens but force others to pay through the nose

by **CONGRESSMAN WILBUR D. MILLS**

Chairman, House Ways and Means Committee

CAN you believe that two more or less average American men could earn the same amount of actual income, live side by side in identical houses on an identical standard of living—but that one of them must pay five times as much federal income tax as the other?

If I can show you how this happens, all perfectly legal and proper under our laws, will you agree with me that our tax system has become a house of horrors which needs rebuilding from the ground up? And that the searching investigation of the entire tax structure, which our House Ways and Means Committee has launched, starting with a series of panel discussions with invited tax experts, is one of the most vital legislative projects of our time?

Let me tell you, then, about a Mr. Smith and a Mr. Jones who could be neighbors in any American community.

Mr. Smith, the lucky neighbor, has a salary of $6,000 a year. As far as the tax collector is concerned, this is his total income. But thanks to a hodgepodge of provisions added from time to time to our crazy tax structure and to loopholes which have been discovered in it, just look what else Mr. Smith gets, all absolutely tax-free:

His firm provides him with about 150 lunches a year in a company restaurant where he can buy the equivalent of a good $1.50 meal for 50¢. Total tax-free value a year: $150.

His company gives him free medical checkups, free health insurance and a free life insurance policy. Total tax-free value a year: about $300.

Under a profit-sharing and pension plan, the company puts an amount equal to 15% of his salary into a tax-exempt trust fund which will be waiting for him when he retires. His bonus under this plan: $900 a year.

The company also gives him an expense account of $250 a month for entertaining his customers. In the normal course of events, he spends at least a third of this on himself and his wife. His total tax-free food and fun: $1,000 a year.

In reality, when everything is added up, Mr. Smith makes $8,350 a

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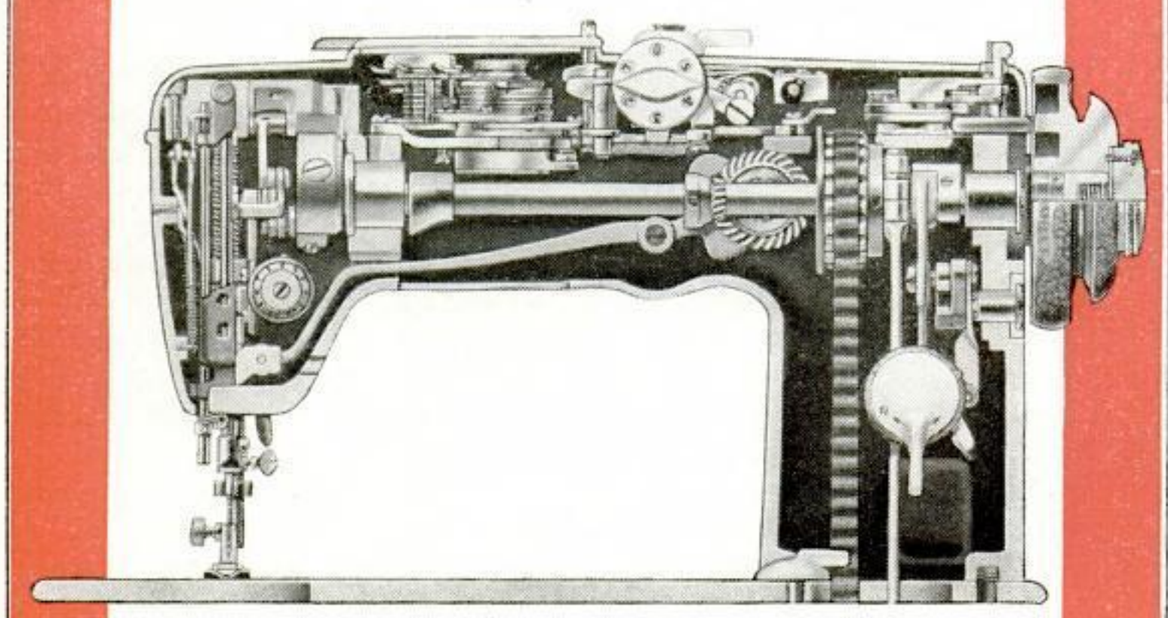


OUTDATED TAX SYSTEM the author describes is a patched-up, makeshift mechanism—cobwebbed, complicated, full of leaks and holes. With a blind partiality, it levies heavily on one taxpayer, barely touches the man living next door who makes as much money but has a lot of deductions and exemptions.

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You can't tell a thing
by the color and shape
of a sewing machine.



PFAFF®

famous for quality since 1862

Guaranteed by Good Housekeeping

USE-TESTED by McCalls

"we used it and we like it!"

IT'S WHAT'S INSIDE THAT COUNTS

Inside a Pfaff is a masterful design of smoothly working parts that makes sewing a pleasure.

The Pfaff is the only *fully* automatic sewing machine with the exclusive Pfaff Dial-A-Stitch. You just *dial* any stitch; there are no cams to put in or take out. It automatically sews an almost infinite number of beautiful stitching designs.

The Pfaff is the *first* machine to have a built-in needle threader . . . the *only* machine with a color scientifically proved glare-proof.

Every detail in a Pfaff has one objective—trouble-free sewing for you. Its rotary design . . . the perfect balance of its parts gives you a sewing machine as vibration-free as a jet plane.

And even years from now, you will be able to replace any part, for *every* part is marked. That, of course, is a long-range convenience, for no Pfaff leaves the Pfaff factory without testing so thorough it requires 48 hours to "sew off" just one machine.

Pfaff perfection is available in a complete line of handsome cabinets and portables — from a machine so automatic you just dial any stitch, to a sturdy model for practical sewing that costs less than $100.00.

Service guaranteed by over 2,000 dealers in United States and Canada. See the classified telephone directory or write Pfaff for dealer nearest you!

373 FIFTH AVE., NEW YORK • 216 N. CANAL ST., CHICAGO • 1142 S. SAN JULIAN ST., LOS ANGELES • 2435 DUNCAN RD., MONTREAL

UNFAIR TAX LAWS CONTINUED

year. Now this, it so happens, is exactly the income that his neighbor Mr. Jones receives. But poor unfortunate Mr. Jones gets all the money as salary. His boss provides no company restaurant, no free insurance and no pension plan, and his job does not require him to do any entertaining for the company. He has to buy his own meals, fun and insurance—and report every cent of his $8,350 earnings to the tax collector. Smith and Jones are equal in actual real earnings, but for tax purposes their earnings are $2,350 apart.

Both have a small outside income, exactly $200 each, from money they inherited. Lucky Mr. Smith has the money invested in some school bonds issued by his city. All state and municipal bonds are tax-exempt, so Smith does not have to report his $200 as income. But Jones, who has his money in a savings account, has to report *his* interest. The discrepancy between their earnings for tax purposes thus grows by another $200.

The kind of deductions the laws let them take makes the gap even wider. Smith owns the house he lives in, subject to a $15,000 mortgage. The tax laws let him deduct the $750 he is paying in interest this year on the mortgage, as well as the $500 he pays in local property taxes. Jones rents his house—and though his rent is set high enough to cover the landlord's interest charges and taxes, Jones gets no deductions.



CONGRESSMAN MILLS

Smith is the sole support of an elderly aunt by blood, and the tax rules let him list her as a dependent and take a $600 deduction. Jones also supports an elderly aunt, but unfortunately she is an aunt by marriage. Jones gets no deduction.

For five straight weeks last summer Smith was sick. His company kept paying him his usual salary—and for some mysterious reason the tax laws provide that any pay up to $100 a week received after the first week of illness shall be tax deductible. Even though all his doctor and hospital bills were covered by the insurance his company buys for him, Smith can knock off another $400. Poor Jones, who had the misfortune to stay well, cannot.

And there you have it. Let us say that both Smith and Jones have a wife and two children and that each contributes $300 a year to charity. After all is said and done. Smith pays an income tax of $210. Jones pays $1,090. Where is the justice?

Our tax laws—revised each year, with something added here, something subtracted there—are like some fantastic building on which a dozen contractors have been working at once, each from a different blueprint. The laws have long since lost sight of the real purpose of taxation, which is simply to raise the money the government needs to pay its bills. They are full of contradictions and inequities and are totally inadequate to do the job of raising the tremendous revenues our government needs. Bringing order out of the chaos is as important to our national survival as is our defense program—which in the long run can only be as good as our tax revenues permit it to be.

On the one hand our tax laws are terribly tough. Our rates of 52% on corporate earnings and 20% to 91% on individual incomes are discouraging to progress and expansion and in some cases are even confiscatory. On the other hand the laws are full of special provisions through which a shrewd or lucky taxpayer can often escape paying anywhere near his full share. Some of the loopholes were put into the laws deliberately to provide relief from our terribly high tax rates for individuals or for businesses Congress considered especially deserving. Some loopholes are accidental: as the laws have become more and more complex, it has become almost impossible to write a new rule that will cover all possible contingencies.

No businessman can make a move today without considering the effect on his taxes. Let me give you an example of how taxes can affect the business world. Suppose that a New England textile mill has lost $2 million in recent years and its owner is ready to give up on it. Some civic leaders in the community get together to try to save the jobs the mill represents. They can afford to pay a modest price for the mill, and they have some plans for improved efficiency which may enable it to make some modest earnings. Can they buy it, keep it going and have a fair chance of saving it for their town? No indeed.

In the strange world of high tax finance, a company which has lost $2 million in the last few years is a valuable asset. Some profitable company will pay a big price for it just to acquire that record of losses—which can then be carried to the next year's tax return, can be set off against $2 million of earnings, and will thus save its new owner $1,040,000 in taxes. True, the company that buys up the mill and its losses must meet some very technical provisions of the tax laws, but these provisions are so easy to meet that they have sometimes been referred to as "blueprinting" the way to a nice tax saving. The mill itself

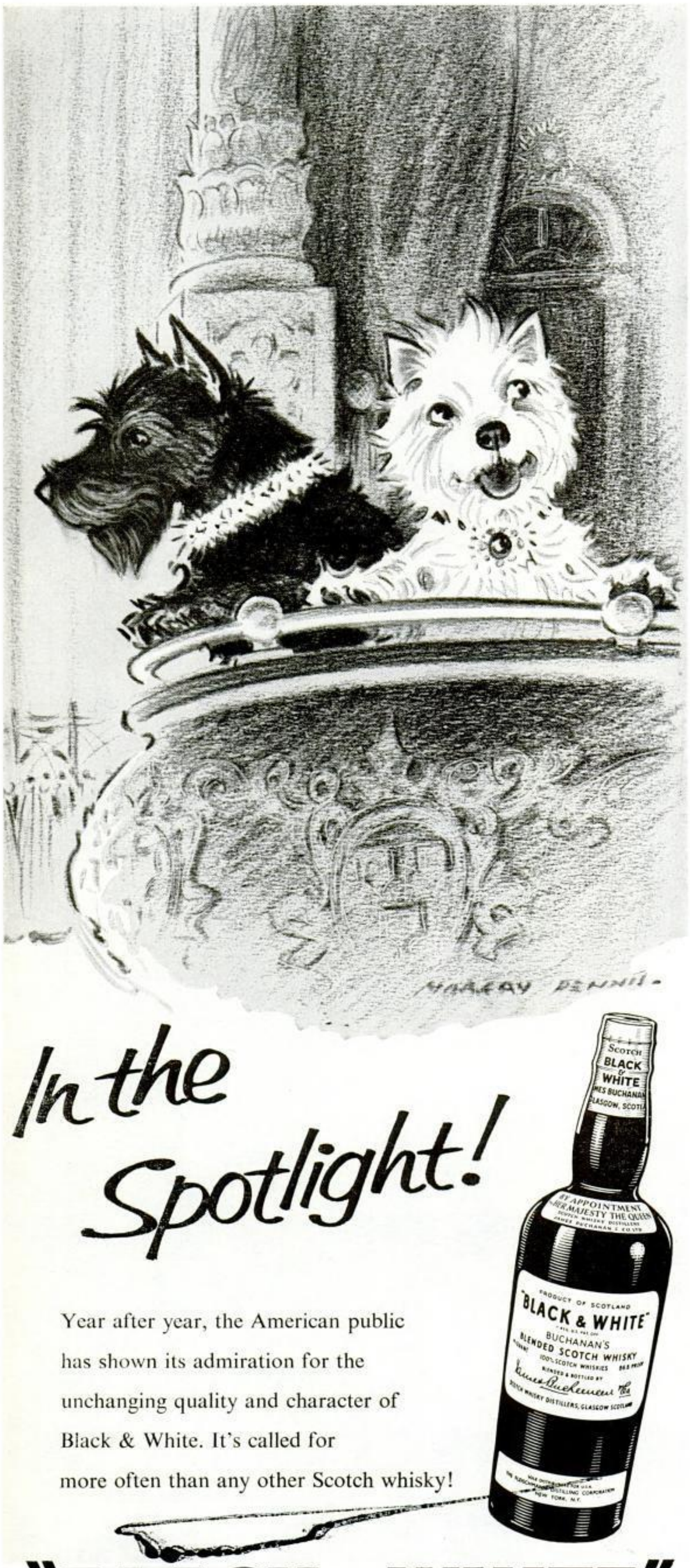
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The Dreyfus fund is a mutual investment fund in which the management hopes to make your money grow and takes what it considers sensible risks in that direction. Ask your securities dealer for a free prospectus.

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FLOCK OF DEDUCTIONS is represented by homes in Levittown, N.Y. Owners deduct property tax and mortgage interest—privilege renters do not have.

UNFAIR TAX LAWS CONTINUED

may very well be closed down and its jobs forever lost to the community; it is just a pawn in this crazy and wasteful game of high level tax juggling.

Should business companies be permitted, as they are now, to deduct the sums they spend on entertainment? This is one important question which the Ways and Means Committee hopes to explore, because there certainly is a strong argument that the present policy is wrong. If we want to keep the free market that has given America its present economic might, the argument goes, companies should compete with each other on quality and price—not on how expensive a restaurant meal their salesmen are willing to buy for prospective customers. At any rate it would appear that *all* companies have now been driven to set up vast entertainment budgets so that entertainment no longer has any effect on making sales. All it does is make it impossible for any average citizen, spending his own money, to afford a meal in one of the fancy expense-account restaurants, a room at a top hotel or a decent seat at a Broadway show.

Some other problems we must investigate are the special depletion allowances which reduce the taxes paid on oil wells and mining properties, and the various fast write-offs of capital investment which have been permitted under some special provisions enacted in the last five years. The first of these exempts about $3 billion of corporate income from federal taxes; the second exempts about $4 billion, and miscellaneous other provisions of our complex laws exempt perhaps another $3 billion. If all real earnings of corporations were taxed—not just those that currently qualify as earnings for tax purposes—we could lower the corporation tax rate from the present 52% to about 44% and still raise just as much revenue.

The provisions allowing these deductions from taxable income were all more or less consciously added to the law to achieve some special objective, such as to encourage economic growth or to increase the availability of natural resources. It might help to think about them as the equivalent of a subsidy paid to business to obtain these objectives. This particular subsidy never gets examined in any appropriations committee hearings at budget time. When we think the budget is tight, we may look around for places to cut expenditures by slowing down the missile program or by slowing down highway construction, but since the subsidies are hidden in the tax law, they escape notice. A careful examination is long overdue.

The personal income tax, some of whose quirks we have examined in the amazing case of Mr. Smith and Mr. Jones, is even more of a problem. The revenue from this tax is running about $41 billion a year. This is not really so much, when it is considered that the total income of all Americans, including their capital gains, runs about $392 billion a year. If we taxed *all* this $392 billion down to the last penny, the average tax rate would have to be only about 10%.

But we do not even begin to tax this entire amount. First of all, we grant each American an exemption of $600. This is done on the theory

CONTINUED ON PAGE 59

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New breakfast drink discovery with more vitamin C than orange juice!

Tastes so golden-good! And new instant TANG is brimming with the vitamin C you must have every day, because your body doesn't store it. TANG gives you *more* vitamin C than fresh or frozen orange or grapefruit juice.

More protective vitamin A, too, than the best tomato juice.

No squeezing, no unfreezing, TANG's wake-up taste blossoms out in plain cold water—golden-good, never acid-y. Keep plenty on hand. TANG really puts the "good" in "Good Morning"!



NEW!
INSTANT!

JUST MIX
WITH COLD WATER

GENERAL FOODS KITCHENS

Tested and Approved in General Foods Kitchens

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I just discovered how easy



HERTZ puts you in

© 1959 HERTZ RENT A CAR, CHICAGO, ILLINOIS

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it is to rent a car from

HERTZ

Who ever said men were the only ones who rent cars?

You can! I can! All it takes is a phone call to Hertz. And Hertz has offices just about everywhere. Surprisingly low rates! Hertz pays for insurance... gasoline and oil (even if you buy it on the road)! You can rent a Hertz car by the day, week, month or longer.



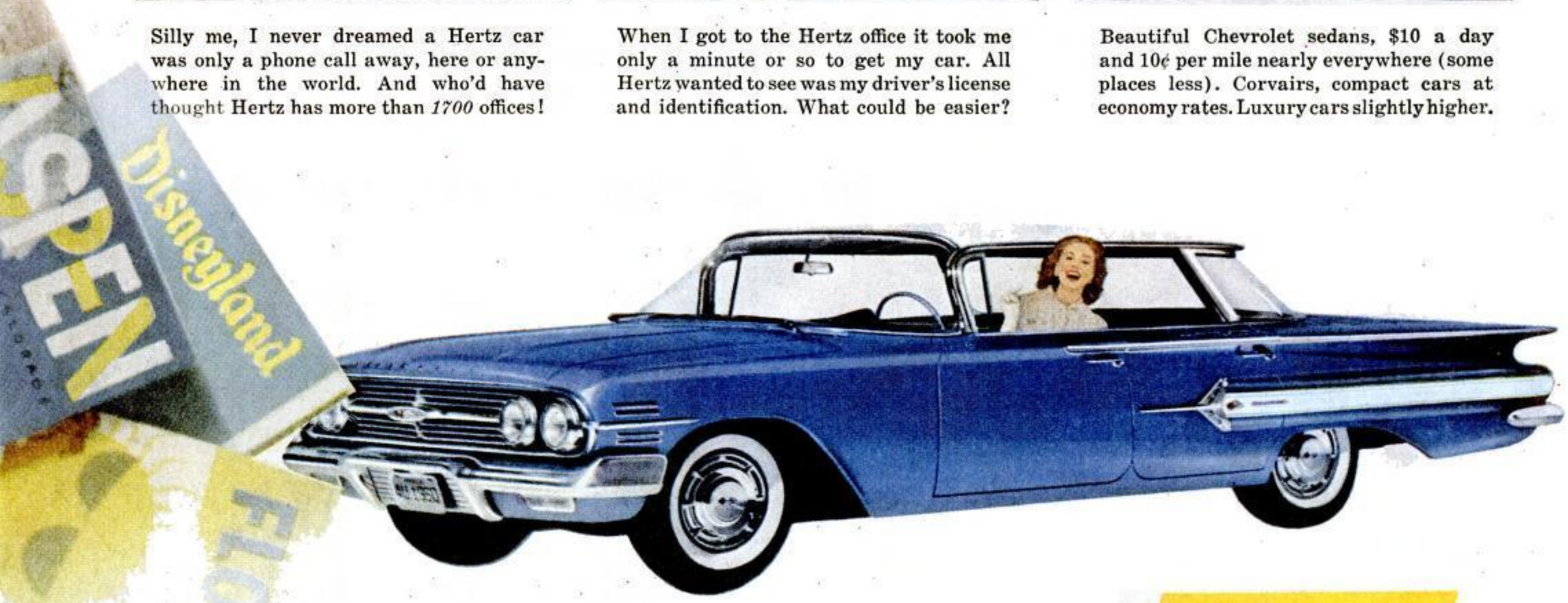
Silly me, I never dreamed a Hertz car was only a phone call away, here or anywhere in the world. And who'd have thought Hertz has more than *1700* offices!



When I got to the Hertz office it took me only a minute or so to get my car. All Hertz wanted to see was my driver's license and identification. What could be easier?



Beautiful Chevrolet sedans, $10 a day and 10¢ per mile nearly everywhere (some places less). Corvairs, compact cars at economy rates. Luxury cars slightly higher.



the driver's seat!

HERTZ
Rent a car ®

Charge Hertz service with your HERTZ AUTO-matic charge card . . . or your Air Travel, Hilton Carte Blanche, American Express, Diners' Club or any other accredited charge card.

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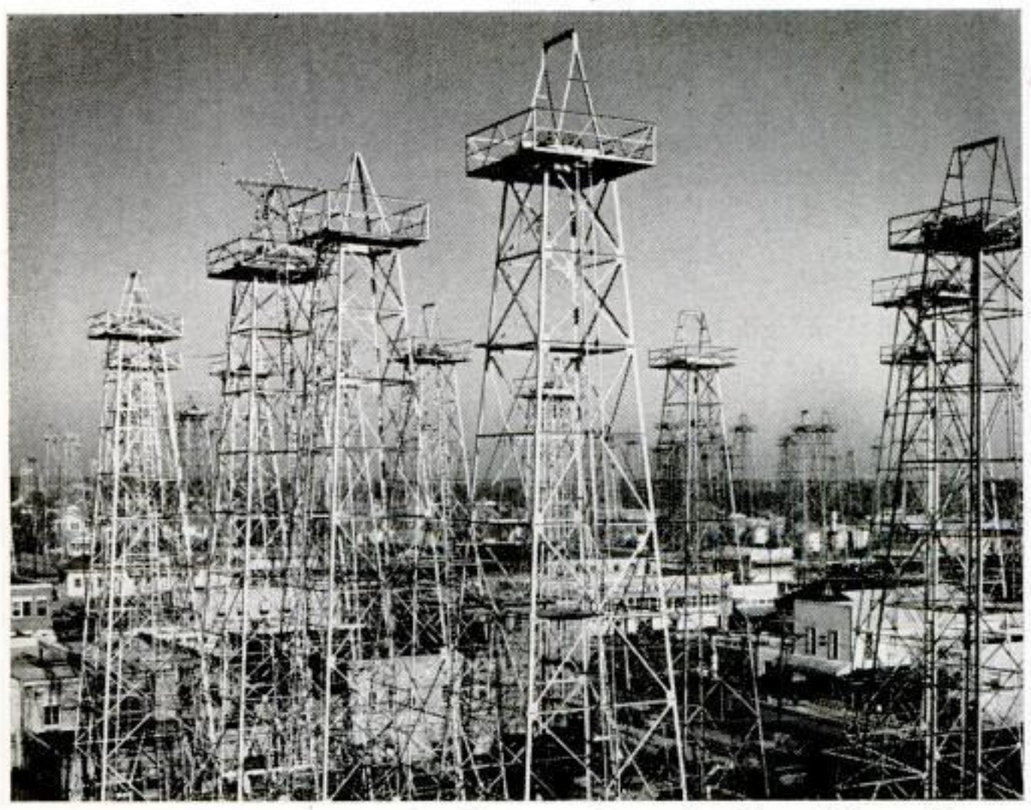
There are two kinds of catsup: Snider's...and all the others!

Snider's is different because we simmer-in a whisper of Capsicum, the high-spirited chili pepper. It puts the *zing* in Snider's, gives food a bright new lift. You already know what the others taste like. Now, try Snider's.

Snider's

the chili pepper catsup

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SYMBOL OF LOOPHOLE in tax laws are these oil wells at Kilgore, Texas. Under present system, well owners receive 27½% of gross income tax-free.

UNFAIR TAX LAWS CONTINUED

—so well established that it will probably never be seriously challenged—that everybody should be entitled to a bare subsistence income before his taxes begin. It knocks about $100 billion off the total national income figure.

We then proceed to permit all the special exemptions that Mr. Smith was seen to enjoy, and many others besides. All of them cut deeply into the total amount of income that is left as the tax base.

The various fringe benefits now given to employes—free medical examinations, free insurance and the like—run to a total of about $10 billion a year which never gets taxed. Payment "in kind"—the free meals and lodging received by such people as hotel and restaurant workers and especially by many members of the armed services—runs to a total of an untaxed $9 billion a year. Income received from the government in the form of social security, veterans' pensions and the like totals an untaxed $25 billion a year. The theory is that a person would not be receiving money from the government unless he was indigent, but the fact is that many people who get social security payments and pensions have other income as well.

Our Ways and Means Committee has been given evidence that about $4.5 billion a year received as stock dividends and savings account interest is never reported by taxpayers. This is partly because some people are deliberately evading the tax, partly because many small taxpayers with small amounts of outside income honestly forget about it. Both the deliberate evasion and the honest forgetfulness could be remedied if the government insisted that taxes on interest and dividends be withheld just as on wages. It may seem onerous to ask a bank to withhold income tax on a 20¢ interest payment made on a small boy's savings account, or a big corporation to do the bookkeeping involved in withholding taxes on its two million stockholders. But we must certainly weigh the advantages against the difficulties.

It is also indicated, through an analysis of the statistics on national income, that the owners of farms and small unincorporated businesses may earn about $10 billion a year more than they report on their tax returns. We hope that our hearings will develop some factual information concerning this matter and some possible ways of dealing with it if these indications are correct. A good deal of income is exempted under special provisions covering corporate dividends, and a great deal of income is taxed at only half the normal rate or less because it is considered a capital gain. We need to look into both these matters, and especially into some really accurate method of defining a capital gain.

The biggest single chunk of income lost for tax purposes—$40 billion a year—is the amount we let taxpayers subtract either as itemized deductions on page 2 of Form 1040 or as the standard 10% deduction allowed on the short forms. Perhaps these deductions have a basis in justice; perhaps not. For example, do we really have to bribe our citizens into contributing to charities by allowing a deduction, or would they contribute anyway, especially if the tax rates were lower? And what about deductions for interest paid? The chief effect is to encourage home ownership: this is probably a virtue, but who can really say whether we might not have more and better housing in the U.S. if there were more of a market for rentals?

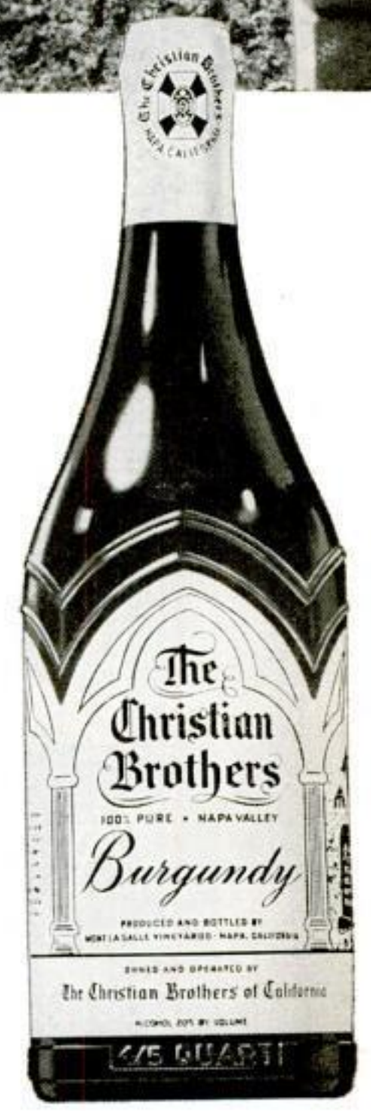
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UNFAIR TAX LAWS CONTINUED

All in all, in one way and another, we chip and chop against the real total of $392 billion income received by our citizens until, for tax purposes, it has been reduced to a mere $163 billion. In the process so many Mr. Smiths are excused from paying their fair share of the bill that the remaining Mr. Joneses must now pay through the nose. To raise the $41 billion a year that we need from our tax on individuals, we have to set the rates to start at that whopping 20% and wind up at that totally confiscatory 91%. We discourage thousands upon thousands of people—who would otherwise contribute greatly to the growth of our economy—from ever wanting to earn another dollar. Or we force them into earning it not in the most useful way but in the most tax-free way.

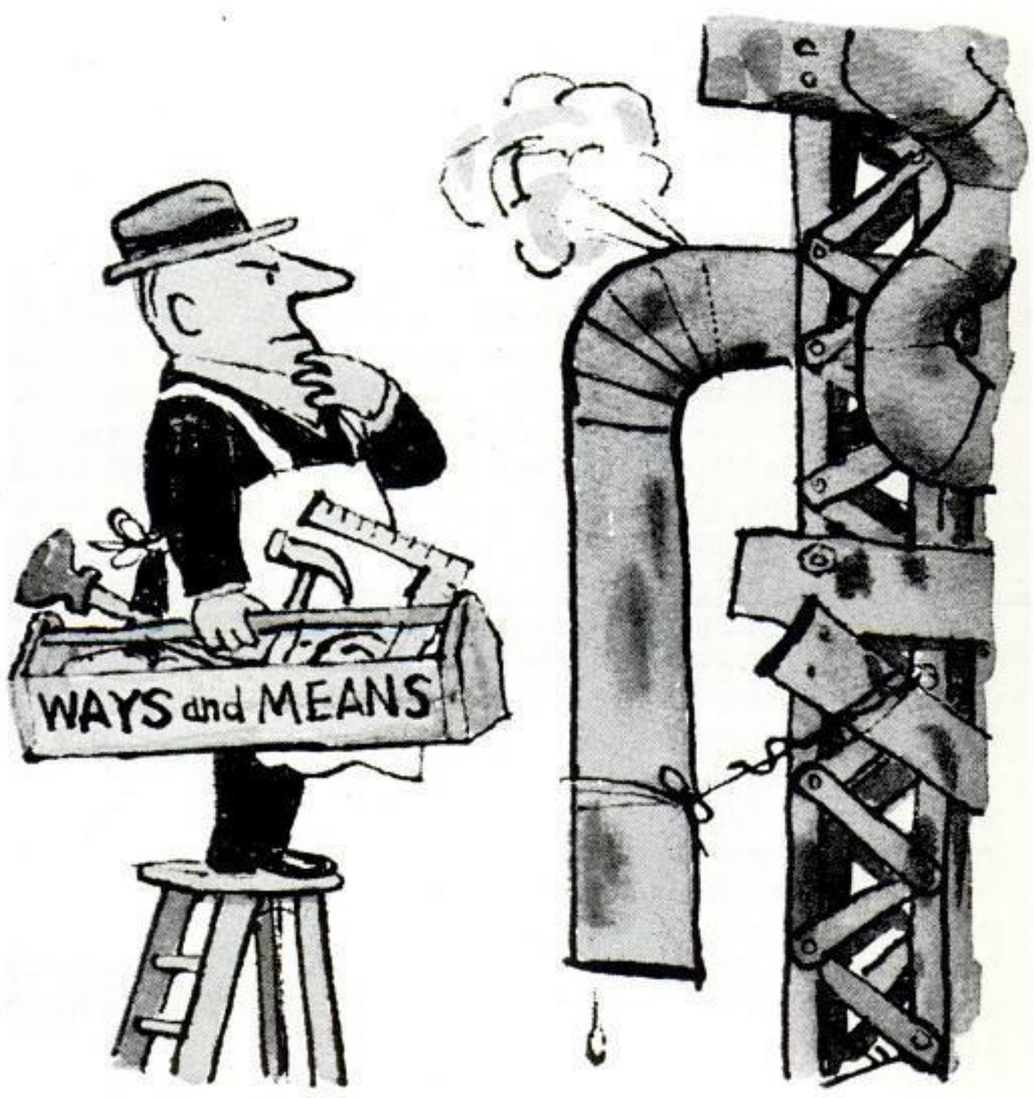
If we kept the $600 personal exemption but taxed *all* other income, we could reduce the individual income tax rates by about 40% and still raise just as much money. Our tax system would be a model of simplicity and ease of enforcement. It would no longer discriminate between Mr. Smith and Mr. Jones. It would no longer put the government in the awkward position of pushing its citizens into one kind of economic activity instead of another. It would let the rules of the free market operate once again. It would remove the shackles our present high rates put on economic progress and growth.

I do not say that it is possible or desirable to eliminate all the special provisions that we now permit. But elimination of a substantial part holds promise of simplifying our tax structure, getting rid of inequities, broadening the tax base and reducing the rates.

We live in a complex and dangerous age and there is no use pretending that on some happy day very soon we can cut government expenditures to the point where we will no longer need large tax revenues. I hope that the Congress will try in every way possible to hold spending to the very least amount that is compatible with good government. But I hope we will not delay a realistic examination of our tax system because of any vague hope that our government expenditures can at any time soon be reduced much below their present $81 billion a year. I believe that a really efficient tax system can raise this $81 billion, which is less than a fifth of our gross national product, without putting the present undue burden on any citizen or upon the growth of our economy.

If we have a tax system riddled with preferential benefits and falling on only a part of our economy, the heavy tax burden on those that must carry more than their share will limit our whole national program. As I see it, a fair and equitable tax system is not only desirable for itself but may well be an element in our national survival.

Naturally the job the Ways and Means Committee is now tackling is a tremendously complex and difficult one, and it will probably force us to step on a few toes. I hope that we can rally a majority of our citizens to support us, because *everybody* will be better off in the long run—and our nation more secure—if we can improve our tax system.



BIG OVERHAUL JOB faces Ways and Means Committee as it bravely begins massive task of rebuilding tax system into new structure with broader tax base.

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COLDS MISERIES AND SINUS CONGESTION



HELPS DRAIN ALL 8 SINUS CAVITIES

(critical areas of colds infection)



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DRISTAN is the exclusive 3-layer tablet discovery which for the first time makes it possible to unite certain medically-proven ingredients into one fast-acting uncoated tablet! The exclusive DRISTAN Tablet formula *cannot* be duplicated.

DRISTAN Decongestant Tablets, working through the bloodstream, bring dramatic relief from colds miseries, sinus congestion and pollen allergies. DRISTAN . . . amazing medical achievement . . . contains: (1) The scientific decongestant most prescribed by doctors. Reaches *all* congested areas in minutes . . . shrinks swollen nasal-sinus membranes . . . promotes drainage . . . restores free breathing. (2) An exclusive anti-allergent to block allergic reactions often associated with colds, plus a highly effective combination of pain relievers. Relieves body aches and pains due to colds, reduces fever. (3) Vitamin C, to help build body resistance to colds infection. For quick relief, get DRISTAN Decongestant Tablets.

Note: Today DRISTAN is widely imitated. But the fact is . . . the exclusive DRISTAN Tablet formula *cannot* be duplicated. Accept no substitutes!





WHEN COLDS STRIKE, nasal-sinus passages become clogged with germ-laden mucus . . . responsible for so much colds suffering and misery.

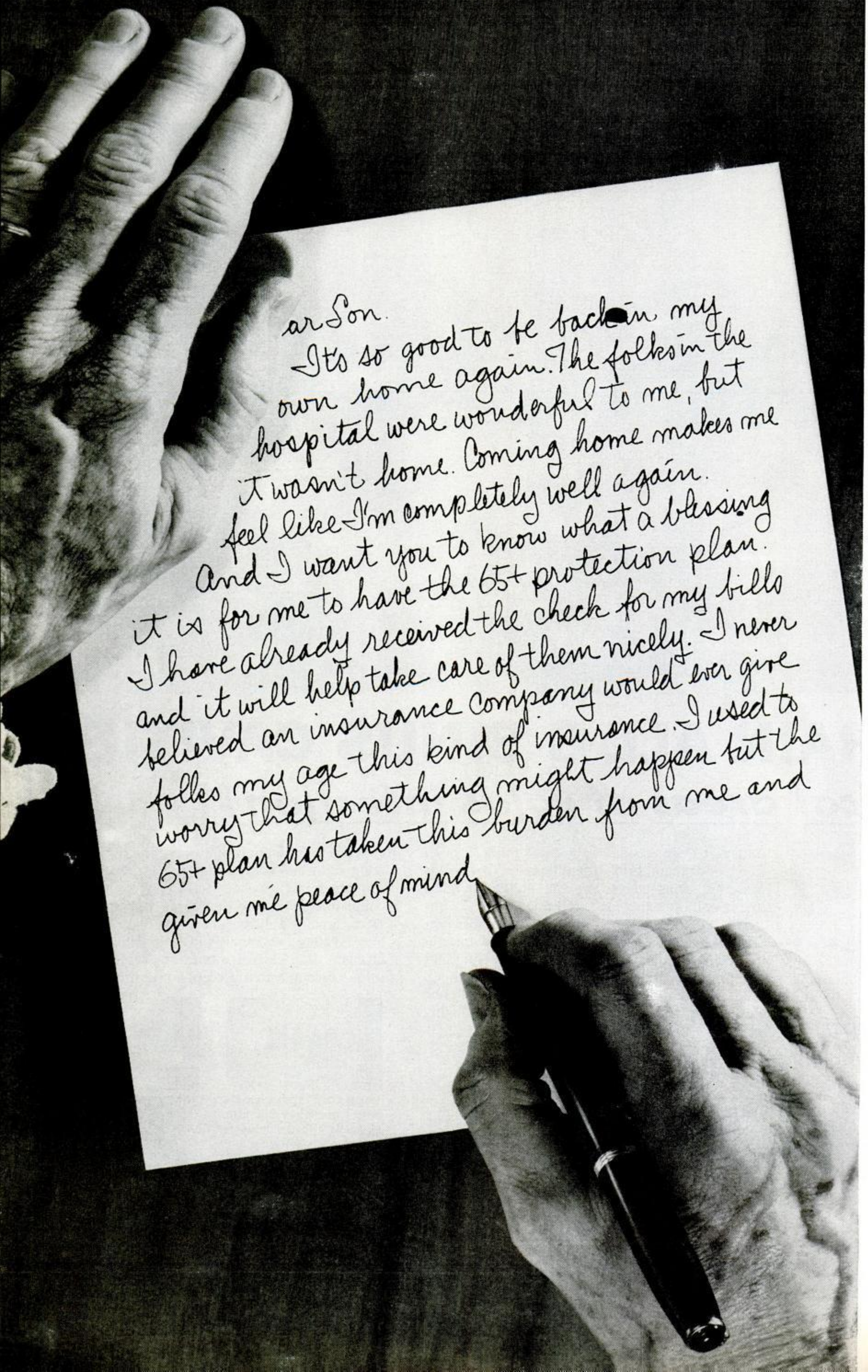


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Anyone and everyone age 65 or over can have the peace of mind and security that 65-Plus provides. No health questions asked.



65 plus open for

Here is the opportunity for anyone and everyone age 65 or over to join 65-Plus, tested and proved hospital-surgical plan.

This insurance plan was originated by one of the world's largest insurance companies, the Continental Casualty Company, in 1957. Since then, whenever and wherever 65-Plus has opened its enrollment, thousands of men and women have joined and now have the comforting peace of mind, the freedom from worry, that comes with having 65-Plus protection.

The tremendous need and acceptance of this plan now make it possible for Continental to offer 65-Plus for nationwide enrollment. Now no one, *regardless of past or present health*, will be refused this hospital-surgical insurance!

Who Can Join 65-Plus

Anyone and everyone age 65 or over residing within the continental limits of the United States, Alaska and Hawaii—with the exception of residents of the states of Georgia and North Carolina where this policy cannot be offered at this time. If you will have your 65th birthday by December 10, 1959, you, too, may join. What's more, there is no maximum age limit. You can be 65 . . . 80 . . . 90 or even older. No one will be refused who enrolls before midnight, December 8, 1959.

No Medical Questions or Physical Examination

You join 65-Plus without answering any medical questions and without taking a physical examination. The 65-Plus policy can be yours no matter what your past health problems or present health condition—even if you have a serious ailment right now. You only need furnish us with your name, address, sex and birthdate which you put on your enrollment blank.

How We can Offer 65-Plus

The 65-Plus plan is based on the same principle as group insurance. This means that if we can issue the *same* policy for *many* people at *one time*, the savings we make in costs can be passed along to you in the form of substantial protection at low premium cost. This means it is necessary that everyone *sign up at the same time* during the time a limited enrollment period is open. All of the policies issued to the hundreds of thousands of men and women who enroll in 65-Plus during this period will be processed together. That is why we must ask that you join by December 8th.

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Hospital-Surgical Plan
enrollment until December 8

A Tested and Proved Plan

Continental originated the 65-Plus plan in 1957 with one purpose in mind—to provide everyone 65 or over with the most *needed* and most *practical* insurance coverage at the lowest possible cost. 65-Plus has proved successful. It has stood the test of time. Over five million dollars have already been paid to thousands of policyholders. You can join 65-Plus with complete confidence.

All These Benefits Are Yours for Only $6.50 A Month

1. Pays the actual cost of room and board up to $10.00 a day for as long as 31 days for each day of hospital confinement anywhere in the world.
2. Pays the actual cost of hospital extras up to $100.00 maximum—for X-ray, lab tests, operating room, anesthetics, dressings, drugs, medicines, ambulance, prosthetic devices.
3. Pays for surgery of every type in or out of the hospital on a schedule from $5.00 to $200.00. (Example: $5.00 for removal of toenail; $75.00 for broken thigh bone; $200.00 for removal of prostate.)
4. The Company cannot cancel your 65-Plus policy or raise the premium or make any change unless it does so to all 65-Plus policies in your state. (OA series.)
5. Pays you these benefits in addition to any other insurance you may have.
6. You are immediately protected on accidents which occur, or sickness which originates after the issue date of your policy.
7. You are also protected for conditions you had before your policy was issued, provided the hospital confinement begins—surgical operation is performed—after your policy has been in force six months.
8. Your policy protects you wherever you move or travel, anywhere in the world.

Covers you against all kinds of injuries or illnesses except those caused by war or covered by Workmen's Compensation or Occupational Disease Law. Confinement in Veterans Administration or other federal government hospitals is not covered; nor is confinement in local government mental and tuberculosis hospitals (exclusions differ slightly in Texas, California, West Virginia, Louisiana and Tennessee) covered under the policy.

The 65-Plus Guarantee

Continental Casualty Company guarantees that the 65-Plus policy will be issued to anyone 65 or over who makes application during this enrollment period. Continental further guarantees that the Company cannot cancel your 65-Plus policy, or make any changes unless it does so on ALL 65-Plus policies in your state.

You never need worry that your policy will be cancelled, or that you will be penalized, because of the number of times or the benefits you collect. Of course, you may discontinue your policy at any time you wish.

MONEY BACK GUARANTEE: After you receive your policy, examine it. Talk it over with a trusted advisor. If you are not 100% satisfied, return it within 10 days and your $6.50 will be refunded.

Mail Enrollment Blank Right Away!

We know this is a very important decision for you to make, yet the enrollment period must end December 8, 1959. This deadline is absolutely necessary so that Continental can handle all policies at the same time to bring you this unique protection at low cost.

Under 65?

In reading about 65-Plus insurance, you may recognize how much this protection would mean to some older friend of yours, or parent or relative. By all means show him or her these pages. Help others to find out how 65-Plus can help safeguard their security and give them needed protection. If you will become age 65 within the next twelve months, write to Continental Casualty Company for details on how you can join 65-Plus on your 65th birthday.

Here's All You Do To Join

1 Clip and fill out the enrollment blank below.

2 Mail to: Dept. 32
Continental Casualty Co.
310 So. Michigan Ave.
Chicago 4, Ill.

3 Continental Casualty will send you your policy (OA series) and 65-Plus Kit of instructions.

That's all there is to it. You are officially enrolled when you mail the enrollment blank, and protection begins December 10, 1959 if cash, check or money order accompanies your application, or December 25, 1959 if you wish to be billed later. Be sure to make a separate enrollment for each person. Enrollment also will be accepted from any insurance broker or any Continental Casualty agent.

AGENTS — BROKERS — for information contact any agent of the Continental-National Group, or the 65-Plus State Agents listed below:

Alabama—John E. Meloy
506 Bell Bldg., Birmingham 3
Alaska—Townsend Alaska Agency
308 East Street, Anchorage
Arizona—B. L. Udell General Agency
31 Luhrs Arcade, Phoenix
Arkansas—Rector-Means & Rowland
312 W. Capital, Little Rock
California—National Agencies, Inc.
3663 West 6th Street, Los Angeles 5
Colorado—Gates-Stone & Co.
1660 Stout St., Denver 2
Connecticut—Berg, Ellis & Wolf Agency
153 Court St., New Haven 10
Delaware—J. A. Montgomery
DuPont Building, Wilmington 99
District of Columbia—Johnson & Adams, Inc.
Edmonds Bldg., 917-15th St. N.W., Washington 5
Florida—Builders Mortgage Insurance Agency, Inc.
6160 Central Ave., St. Petersburg 7
Florida—Davis-Gillingham Associates, Inc.
932 Ponce de Leon Blvd., Coral Gables 34
Hawaii—Continental Ins. Agency of Hawaii, Ltd.
1521 S. King at Kalakaua, Honolulu 14
Idaho—James W. Perry
1111 Main St., Owyhee Hotel Bldg., Boise
Illinois—Youngberg-Carlson Co.
223 W. Jackson Blvd., Chicago 6
Indiana—The Longden Agency, Inc.
1715 East 52nd St., Indianapolis 5
Iowa—Steadman & Blackburn
804 Register & Tribune Bldg., Des Moines 9
Kansas—Pierce B. Adams, Jr. Agency
208 Riss Building, Kansas City
Kentucky—Allen M. Reager Company
310 W. Liberty St., Louisville 2
Louisiana—Emery & Kaufman Limited
314 Camp Street, New Orleans 12
Maine—J. Harold McQuade
134 Congress Street, Rumford
Maryland—Hack Insurance Agency
18 E. Lexington St., Baltimore 2
Massachusetts—Gilmour-Rothery & Co.
40 Broad Street, Boston 2
Michigan—C. M. Verbiest & Associates, Inc.
8th Floor Fyfe Bldg., Woodward Ave. and Grand Circus Park, Detroit 26
Minnesota—Edward J. LeClair Agency, Inc.
315 Northwestern Bank Bldg., St. Paul 1
Mississippi—Thomas Yates & Co.
P. O. Box 1054, 1020 Plaza Bldg., Jackson
Missouri—R. B. Jones & Son
301 West 11th St., Kansas City 6
Missouri—Sidney Salomon Jr., & Associates, Inc.
1006 Ambassador Bldg., St. Louis 1
Montana—W. S. Toohey
618 Metals Bank Bldg., Butte
Nebraska—Foster-Barker Company
Foster-Barker Bldg., 209 S. 19th St., Omaha 2
Nebraska—The Harry A. Koch Co., Inc.
502 South 18th Street, Omaha 2
Nevada—Nevada-Pacific Company, Inc.
2032 E. Charleston, Las Vegas
New Jersey—C. J. Simons & Co.
563 Broad Street, Newark 3
New Hampshire—Romeo Danais
1662 Elm Street, Manchester
New Mexico—Fidel Romero
Suite 707, Simms Bldg., Albuquerque
New York—Leonard Davis & Co., Inc.
76 William Street, New York 5
New York—W. L. Perrin & Son, Inc.
75 Maiden Lane, New York 38
North Dakota—Lahr & Lahr, 207 Fifth St., Bismarck
Ohio—Henderson Insurance Agency
2526 N. High Street, Columbus 2
Oklahoma—C. L. Frates & Co.
720 N. W. 50th St., Oklahoma City 18
Oregon—Harold F. Leonard Co.
1217 S. W. 19th Ave., Portland 5
Pennsylvania—Parker & Co.
1616 Walnut Street, Philadelphia 3
Rhode Island—Starkweather & Shepley, Inc.
17 Custom House St., Providence 2
South Carolina—Otto Harvell
P. O. Box 262, Greenville
South Dakota—Homer E. Grinde
1504 E. 33rd Street, Sioux Falls
Tennessee—Joe Cambron Insurance Agency
728 Third National Bank Bldg., Nashville 3
Texas—Drake-Alexander & Drake
750 Mercantile Dallas Building, Dallas 1
Utah—Continental Agency Co.
320 East 4th St., Salt Lake City
Vermont—McAllister & Kent, 131 N. Main St., Barre
Virginia—James W. Tinsley, Jr.
310 Mutual Bldg., Richmond 19
Washington—Michael Moskowitz & Co., Inc.
424 Yale, North, Seattle 9
West Virginia—McDonough Caperton, Shepherd and Goldsmith
1401 Kanawah Valley Bank Bldg., Charleston 26
Wisconsin—Robert Vogel & Associates, Inc.
Suite 838-40, 324 E. Wisconsin Ave., Milwaukee 2
Wyoming—C. N. Bell Agency
19th & Carey Streets, Cheyenne

All enrollments must be postmarked no later than midnight December 8, 1959



Continental Casualty Company

Over a Billion Dollars in Claims Paid to Date (All Departments)—Our 62nd year

Home Office:
310 S. Michigan Ave., Chicago 4, Illinois

A Member of the Continental-National Group

Do it NOW! Mail this application to: Dept. 32, Continental Casualty Co., 310 S. Michigan Ave., Chicago 4, Ill.

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Check one:

☐ Enclosed is $6.50. My protection will begin December 10, 1959.

☐ Bill me later. I understand that my coverage cannot go into effect until December 25, 1959.

AZ 15876B

Application for 65-PLUS PLAN to Continental Casualty Co.

Applicant's Name?_____
(Please Print) (First Name) (Middle Initial) (Last Name)

Mail in c/o Name (If Any)_____

Street Address?_____

City?_____ Zone?____ State?_____

County?_____

Date of Birth?_____ Male? ☐ Female? ☐
(Month) (Day) (Year)

Applicant's Signature_____

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AT NAVY LEAGUE BALL, NAVY DRUM AND BUGLE CORPS PLAYS "THE STAR-SPANGLED BANNER" ON THE DANCE FLOOR AS THE CROWD STANDS AT ATTENTION



WORD FOR WHITE FLEET is spoken by Rear Admiral Julian Becton as he holds model of the hospital ship *Haven* which was the centerpiece at his table.

WHITE FLEET BOOST

Navy League holds ball for charity

A dressy crowd of Navy boosters came to a Navy League Ball in Los Angeles to help raise money for Navy relief and to support the Great White Fleet. The fleet, proposed in LIFE (July 27), would consist of ships loaded with medical personnel and supplies which would sail around the world to bring assistance to underdeveloped countries and disaster areas. The local chapter of the Navy League, a civilian organization of Navy enthusiasts who strongly support the proposal for the Great White Fleet, took over the Cocoanut Grove nightclub for the evening. They decorated the tables with scale models of the Navy hospital ship which will serve as the flagship of the Great White Fleet. During the lavish dinner, which netted more than $2,000 for Navy relief, the 750 guests were entertained by a crack drum and bugle corps of 20 sailors from San Diego who then went on (*below*) to a less plush but lively Navy party of their own.

AS GUESTS AT THE LARGO NIGHTCLUB AFTER THEIR APPEARANCE AT THE BALL, THE NAVY MUSICIANS JOIN THE SHOW GIRLS IN AN IMPROMPTU PERFORMANCE



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In the next few days, 1,691,000 people will receive this new Certificate of Credit from Household Finance Corporation. It is evidence of financial integrity—awarded by the oldest and largest company of its kind *only* to customers who have proved themselves financially reliable.

Presented wherever credit identification is required, the new certificate speaks for the bearer's excellent record in handling consumer credit at Household Finance.

But even more important, when presented at any one of Household's more than 1000 offices, the certificate entitles the customer to special service whenever a loan is requested—wherever he may be in the United States (including Hawaii) and Canada.

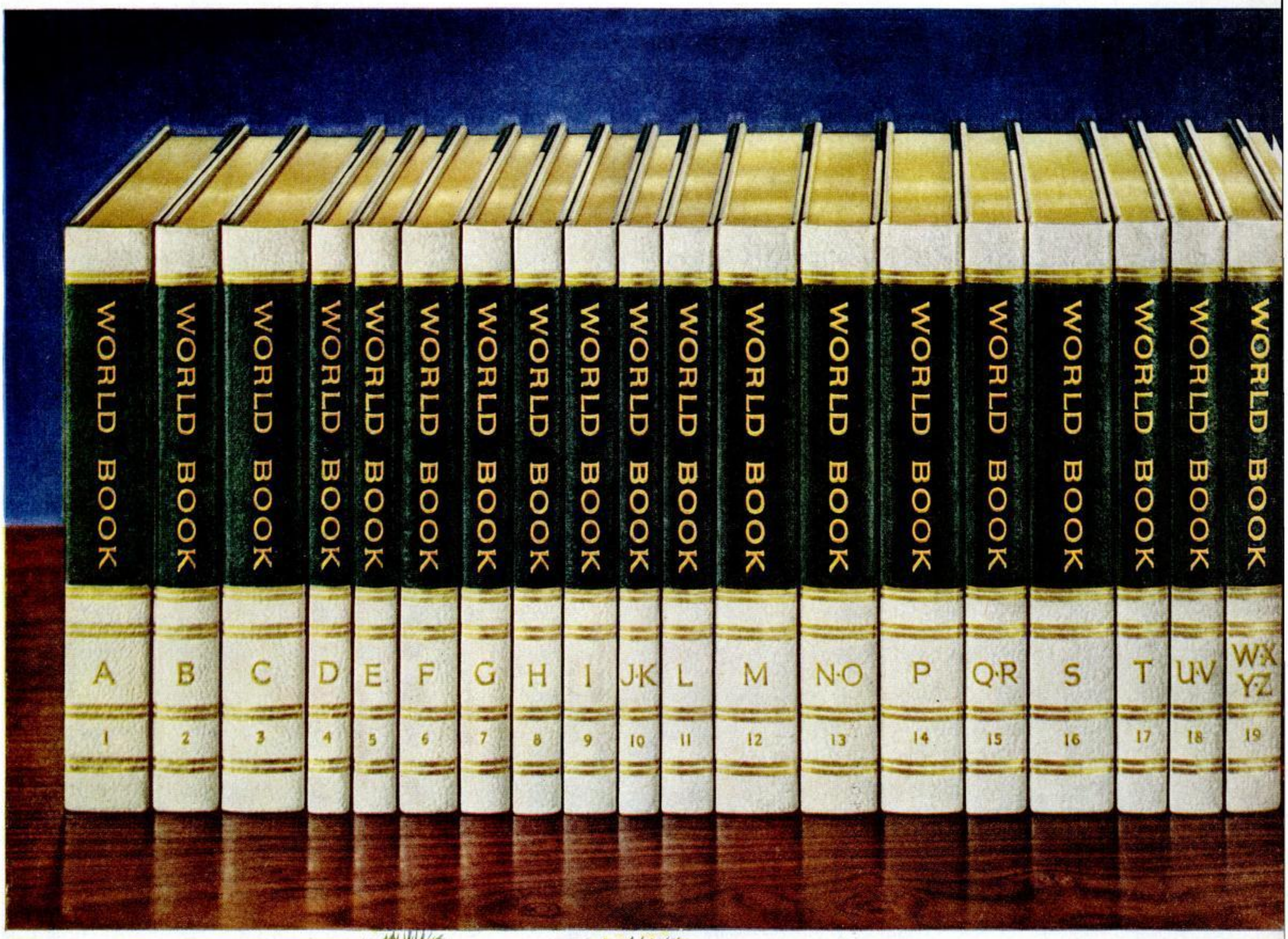
Household Finance has been making instalment cash loans to credit-worthy people since 1878. HFC's managers are money management specialists trained in assisting people who are in need of financial help. And HFC's leadership in the consumer finance business has been due largely to the cordial and comprehensive service offered the public.

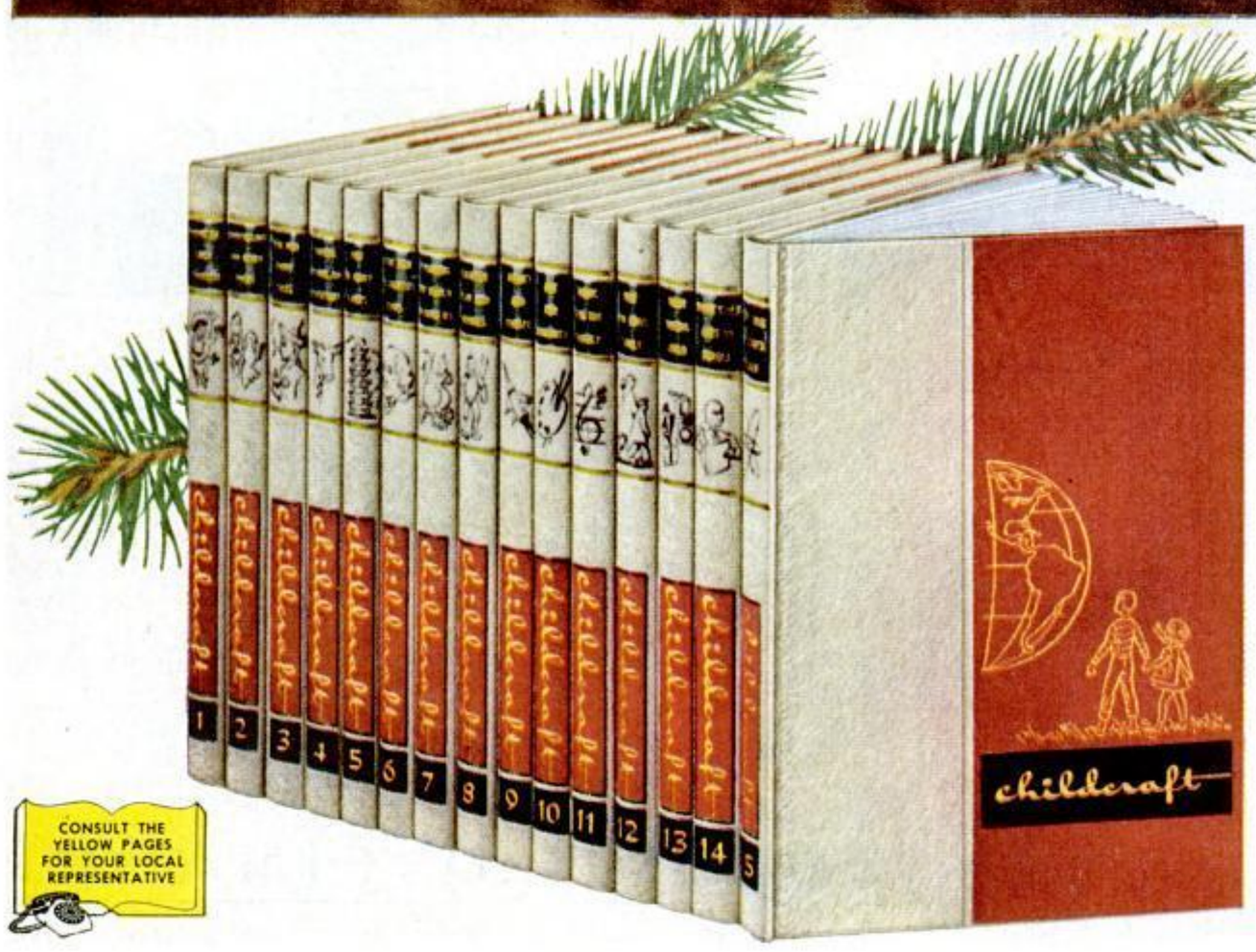
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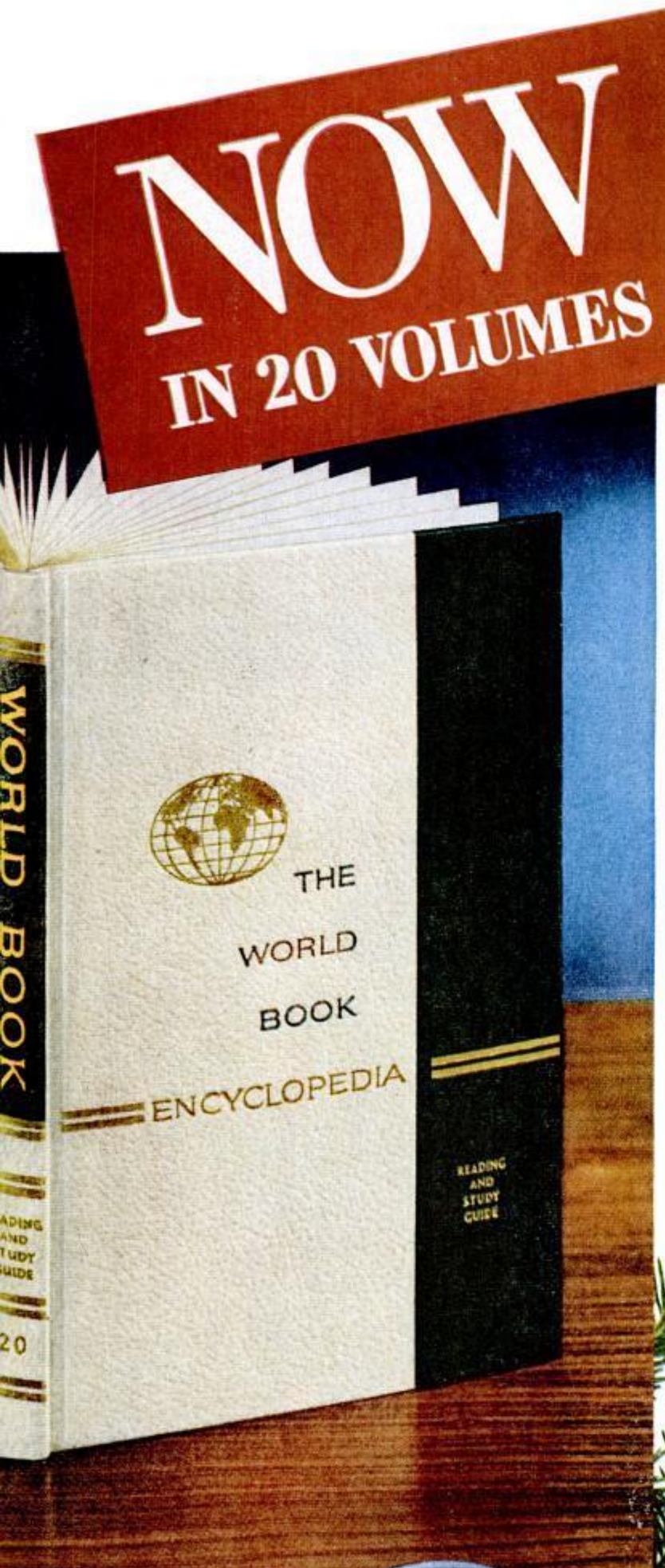
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The "internationally famous child development plan" is now offered in combination with World Book Encyclopedia at a tremendous saving. The fifteen volumes are filled with growing-up fun for children, guidance for mothers and fathers. Childcraft is an outstanding value for parents of pre-school children and primary graders!

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AND $2,800,000 FINER!

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This greatly enlarged <u>new edition</u> is a major revision with many exclusive features!

World Book Encyclopedia expands its leadership with a brilliant editorial achievement. World Book for 1960 offers sweeping major revisions including important new developments, discoveries, and events right up to press time! Your family will have the benefits of the latest educational reference aids, tested and proved in selected school systems from coast to coast. Sixteen living Nobel Prize winners are among more than 2,500 outstanding contributors from every field who help keep the world's favorite encyclopedia freshly written, accurate, interesting.

The publishers of World Book have invested an *additional* $2,800,000 on this edition alone to bring you the most modern, inviting, and authoritative encyclopedia available. The result is an accomplishment you, too, will be proud to share—from the beauty of the rich bindings to the wealth of helpful knowledge in its contents. Reserve your set now during this special pre-publication sale and help insure your family's future.

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Delivery soon after January 2, 1960
Prices and terms slightly higher in Canada. Write World Book-Childcraft, 321 Bloor St., East, Toronto 5, Ontario.

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Every day *more* people try—and like—Carling Black Label, America's fastest growing beer. Today, with sales topping 3,500,000 barrels, Carling ranks 5th among the nation's brewers; a remarkable growth from 360,000 barrels (and 62nd place) just nine years ago. Won't *you* try Black Label soon? You'll have lots of good company when you say,

"Mabel, Black Label"!

CARLING *Black Label* BEER



The Best Brews in the World come from Carling **BLACK LABEL BEER · RED CAP ALE · STAG BEER** · CARLING BREWING CO., INC.,
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THREE COUPLES WITH FIVE CHILDREN DESCEND ON MICHAEL HARRISES, WHO OWED BABY-SITTING CLUB SEVEN HOURS. THEY MADE 12½ HOURS FOR EVENING

BABY-SITTING WITH BYLAWS

The scene would leave most householders aghast. Three couples came up the walk to the Michael Harrises in Sausalito, Calif. bearing five children to leave for the evening. But the Harrises were delighted. This was their chance to earn a triple-time bonanza in the Sausalito Sitting Club.

The club was set up as a baby-sitting cooperative whose members would save money by taking in each other's children. Many such co-ops collapse after the first few weeks, but Sausalito's is still going strong after four years because its members devised an elaborate constitution to establish justice and insure domestic tranquillity. The rules (*pp. 70, 71*) range from such basic definitions as "Gadder—a member leaving her child with another member" to special situations like Section B-9: "Bonus of 15 minutes per hour through child's dinner hour is given sitter when child is brought before dinner for evening."

Couples receive credit for hours they sit, spend it when they use a sitter. The children love it and the parents save up to $400 a year. At monthly meetings, where decisions must be unanimous, members check the books. This has always worked fine except once when the books became so snarled that an economist husband had to straighten things out.

AT MEMBERS' MONTHLY MEETING SECRETARY TALLIES HOUR CREDITS ON BLACKBOARD. WHEN SECRETARY NEEDS SITTER SHE CALLS FAMILY WITH LOW SCORE



CONTINUED

"Man! She got my favorite cheese!"

It's this Swiss with the fresh-cut taste

Smart wives know that nut-sweet slices from the package marked Kraft Natural Swiss Cheese make things taste better to a man. Swiss is great with cold cuts or for snacks with beverages. And just watch him eat salad topped with strips of this Swiss. (Remember: what a man likes to find in the refrigerator for his *own* sandwich makin's is Kraft's Sliced Natural Swiss.)



NATURALLY FROM **KRAFT**

the finest of Natural Cheeses

RULES OF THE CLUB



"For any sitting she [gadder] should supply adequate clothing and equipment sitter indicates is necessary."

Following rule quoted above, Margot Gergus takes clothing, blankets and toys when she leaves her children, Lorri, 1½, and Scott, 3, with a club member.



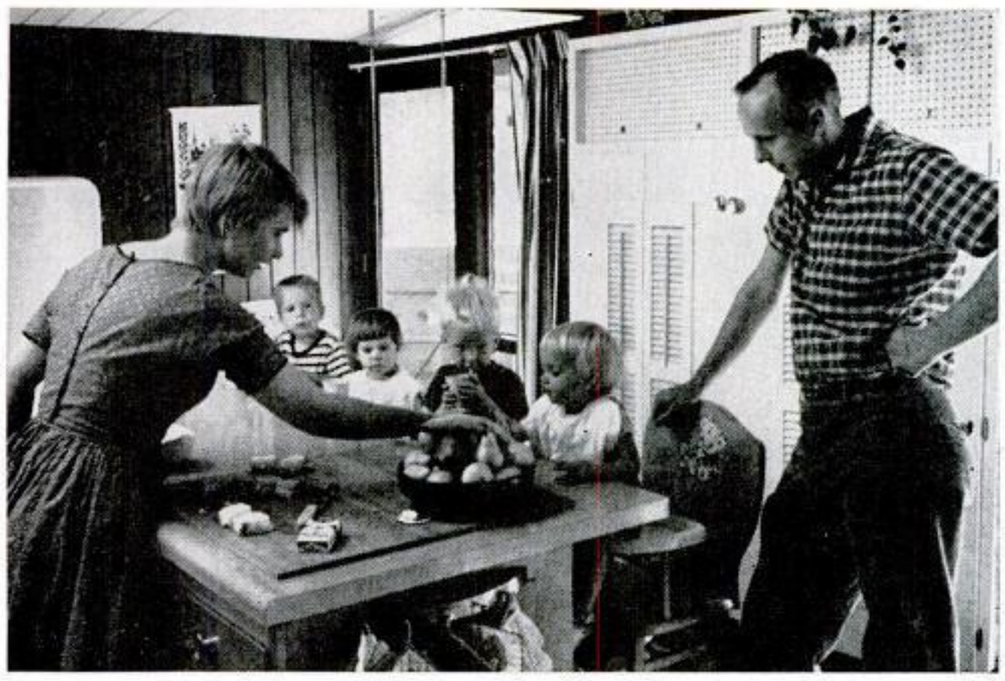
"No child with a cold may be left with a sitter unless the sitter's children also have colds."

Marge Barbee handles three snifflers—Scott Gergus, her daughter Jane and Lorri Gergus. Parents are never allowed to leave children who have fevers.

CHILDREN HAVE RULES TO REMEMBER, TOO. IN MAYER HOUSE THEY COLOR



AND HOW THEY WORK



"Daytime sitters are given a 15-minute bonus for each hour and for remaining fractions over half an hour."

Making up time on Saturday, Margot and Ray Gergus get bonus for daytime sitting plus double time for handling children of different families.



"Any husband may serve as a sitter if his wife is busy and he is taking care of his own children."

Brian Rowlands takes care of his own child and four others to earn hours for his family. He is the only husband who consistently cashes in on rule above.

REFRIGERATOR WITH WASHABLE CRAYONS. OTHER MOTHERS FORBID THIS



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New Sheaffer fountain pen loads like a rifle!

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LOADS LIKE A RIFLE! Just insert either end of a cartridge of *Skrip* writing fluid into the barrel.

FREE AND EASY WRITING! You'll like the smooth flow of this new Sheaffer *Skripsert* Pen. It holds more ink per load than any other fountain pen made in America.

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CHERISHED GIFT! The new Sheaffer *Skripsert* Cartridge Fountain Pen, with matching pencil, in attractive gift box, only $8.75*.

NEVER FILL A FOUNTAIN PEN AGAIN! Just carry *Skrip* cartridges in pocket or purse. Flip-top pack, 49¢. Economy 12-pack, only 98¢.

*Other Sheaffer Skripsert Pen models from $2.95 to $8.75. Gift sets from $4.95 to $13.75.

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The LARK for '60—world's first and only full line of new dimension cars—available in 2 and 4-door sedans; 2 and 4-door station wagons; sporty hardtop and exclusive convertible. Choice of Six or V-8.

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GHOSTLY MONTREAL GOALIE

At Montreal's Forum the world's most discerning hockey fans stared incredulously at an apparition at the goal. Its face resembled something out of a Grade B TV horror movie, although the figure in action was more reminiscent of a cornered possum. Actually it was Goalie Jacques Plante of the champion Montreal Canadiens with his new fiber glass mask.

It was not the first time a big-league goalie had worn a mask. Clint Benedict of the old Montreal Maroons had worn one back in 1926. Plante, a National League goalie since 1953, had had his face crocheted dozens of times by flying pucks. After 150 stitches he was getting tired of the occupational hazard. Last summer he had a mask molded to his face to use in practice sessions. When he was ripped again by a flying puck in New York he first resorted to it in a game. "I can see perfectly with the mask, but it makes me sweat," he said. In a few years he predicts masks for goalies, like baseball catchers' masks, will be standard equipment.

CONTINUED

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Quality runs in the family...

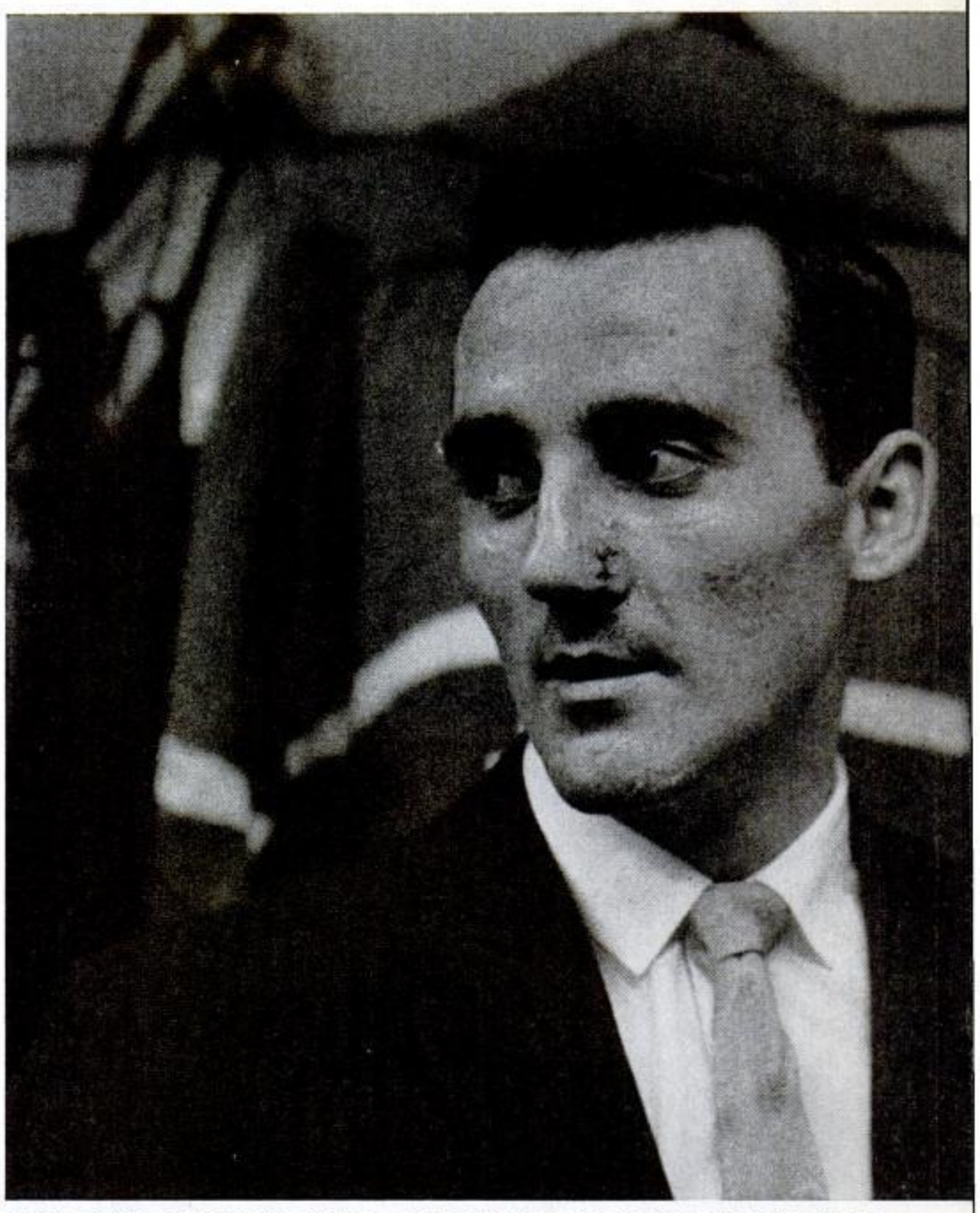
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the sovereign scotch

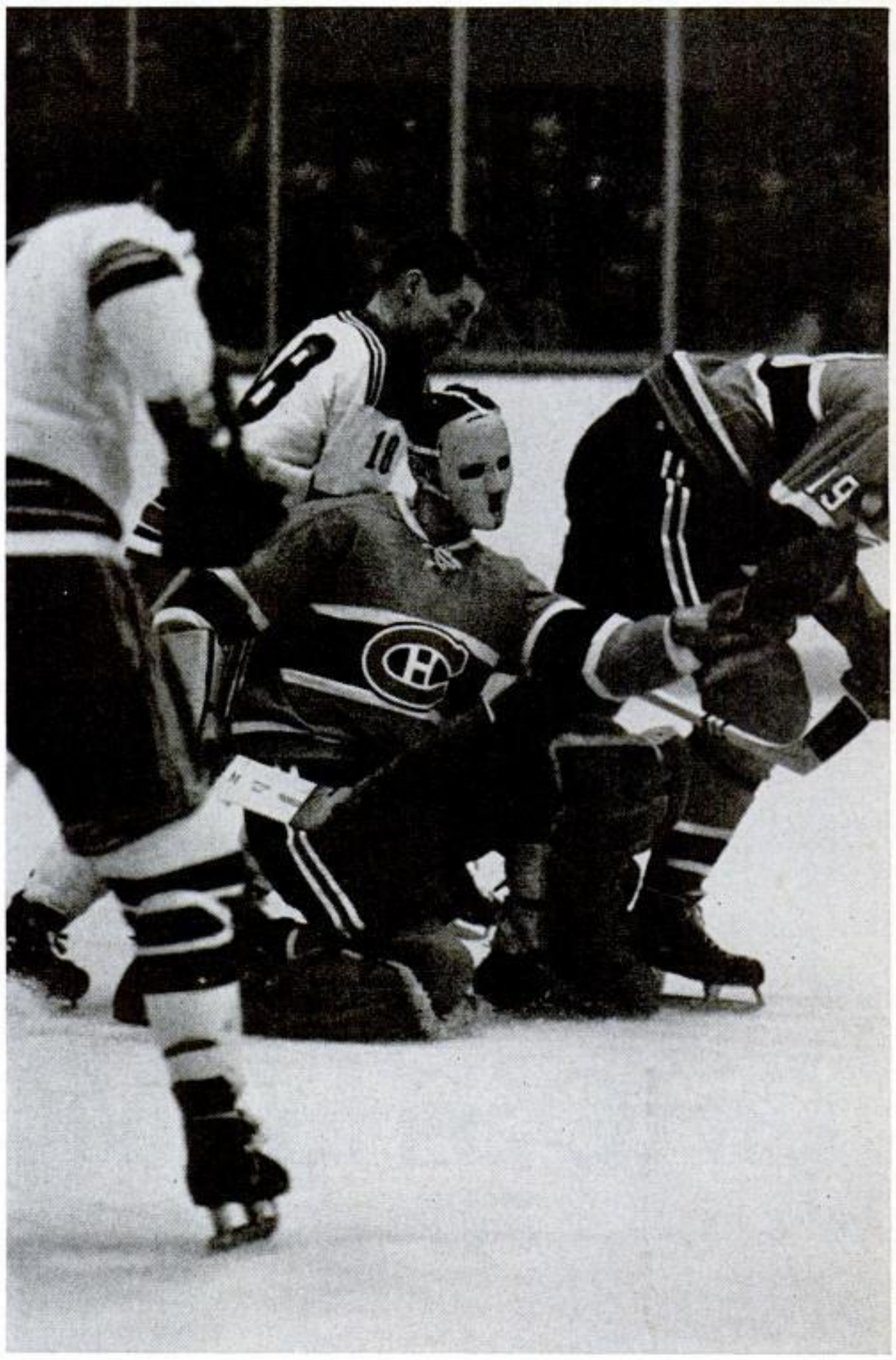


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MAN BEHIND THE MASK SHOWS OFF STITCHES HE HOPES ARE HIS LAST.



DOWN ON ONE KNEE Plante reaches out to snag puck during hot action in game against Rangers. This was one of 18 saves he made during the game.

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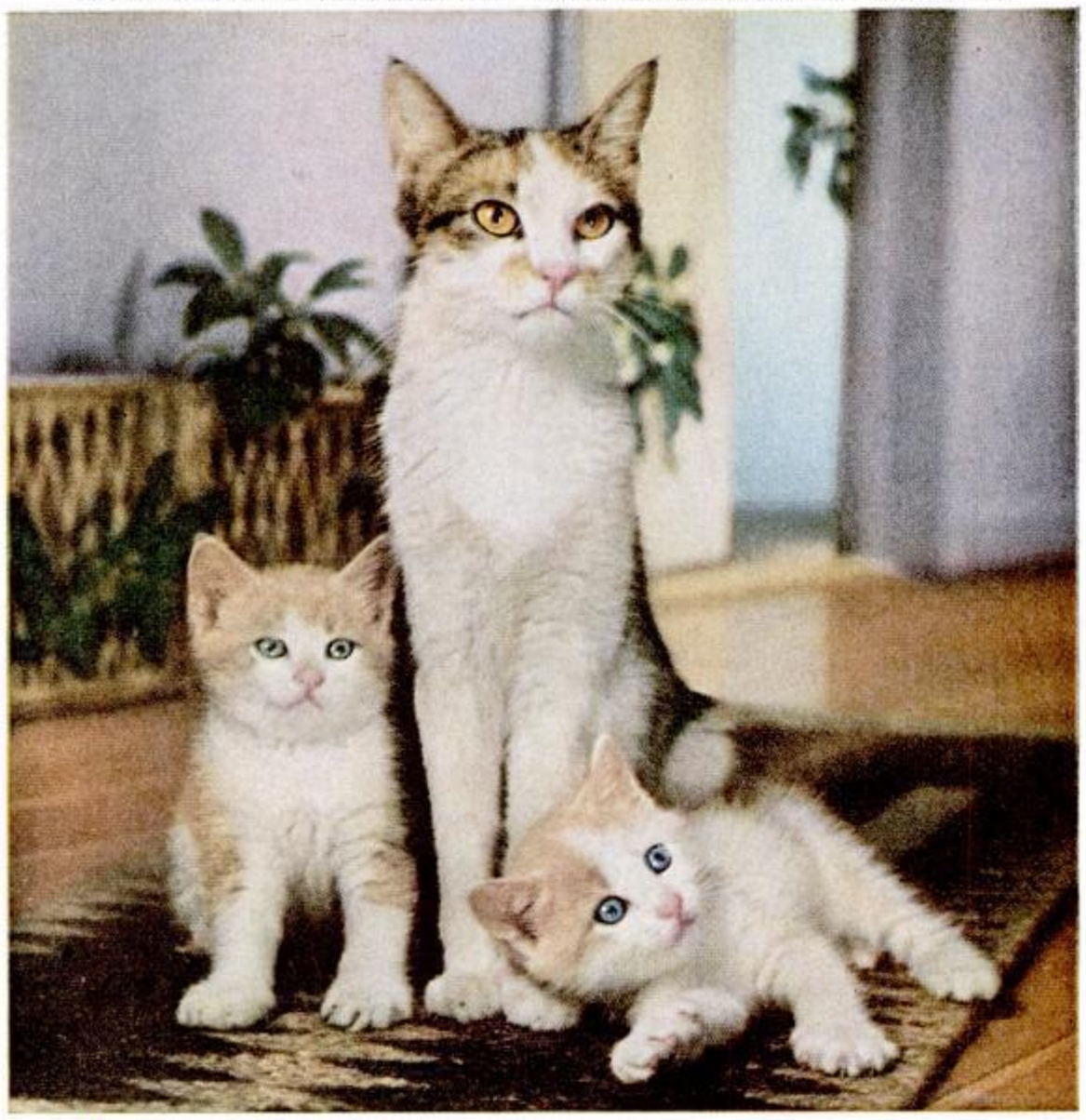
HANGING BEHIND PLANTE ARE MASK HE USES, UNPAINTED REPLACEMENT



UP ON ONE LEG Plante makes acrobatic try for high shot while Rangers' Camille Henry waits in front of him for rebound. Canadiens won game 8–2.

CONTINUED

"Is That the Dinner Bell?" For an 8" x 10" full-color print of this original photo by Walter Chandoha, send 25¢ in coin to Cat Pictures, Dept. L-89, Box 6586, Chicago 77, Illinois. Offer good only in U.S.A.



"Raised on Puss'n Boots ...morning and evening... in perfect health every day of their lives"

"My two lovely cats have known nothing but Puss 'n Boots in the six years they've been with us," writes Mrs. L. R. of Maryville, Mo., "and they've grown to splendid maturity, with gentle, kindly dispositions."

Like countless owners, Mrs. L. R. has proved what perfectly balanced nourishment *fed daily does for cats...that whole fish (a natural storehouse of vitamins, minerals, and proteins) combined with choice cereals and extra Vitamins B_1 and E, supplies every nutrient a cat is known to need.*

No wonder Puss 'n Boots cats have such glossy coats, jewel-like eyes: they're in *beautiful* health! Begin today—feed your cat Puss 'n Boots day after day and see the rapid improvement.

EVERY DAY—ALL THIS NOURISHMENT IN EVERY 8 OZ. CAN

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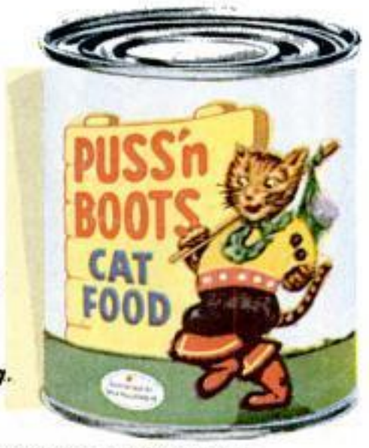


A can of Puss 'n Boots has *twice* as much calcium – for strong bones—as a 10 oz. glass of milk.

There is more protein in a can of Puss 'n Boots than in a juicy lamb chop.

Puss 'n Boots contains *two* times as much blood-building iron as a cup of steamed spinach.

In Puss 'n Boots there is as much riboflavin—for healthy eyes—as in an equal serving of lean raw beef.



Plus other vital nutrients essential to your cat's well-being.

Available in 8-oz. and 15-oz. sizes

PUSS 'n BOOTS

Once a day—Every day—for lifelong nutrition

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AFTER A SAVE Plante picks himself up off the ice. A moment before, he had fallen flat on his belly to smother a shot. Plante feels that in situations like this one a mask can improve a goalie's effectiveness. "When you're down on the ice, you can actually stop the puck with it," he says. "It's like having an extra hand."



He's fresh, to be sure! And to be sure your new *battery* is fresh, be sure it's a Delco Dry Charge battery! You actually *see* the dealer add the fluid that packs a Delco DC with 100% fresh power... all the power you pay for and need for a long life of dependable service. There's a Delco DC that's ideal for your car, climate and driving needs. Your *dealer's* the expert... ask *him!* 6- and 12-volt models for most cars.

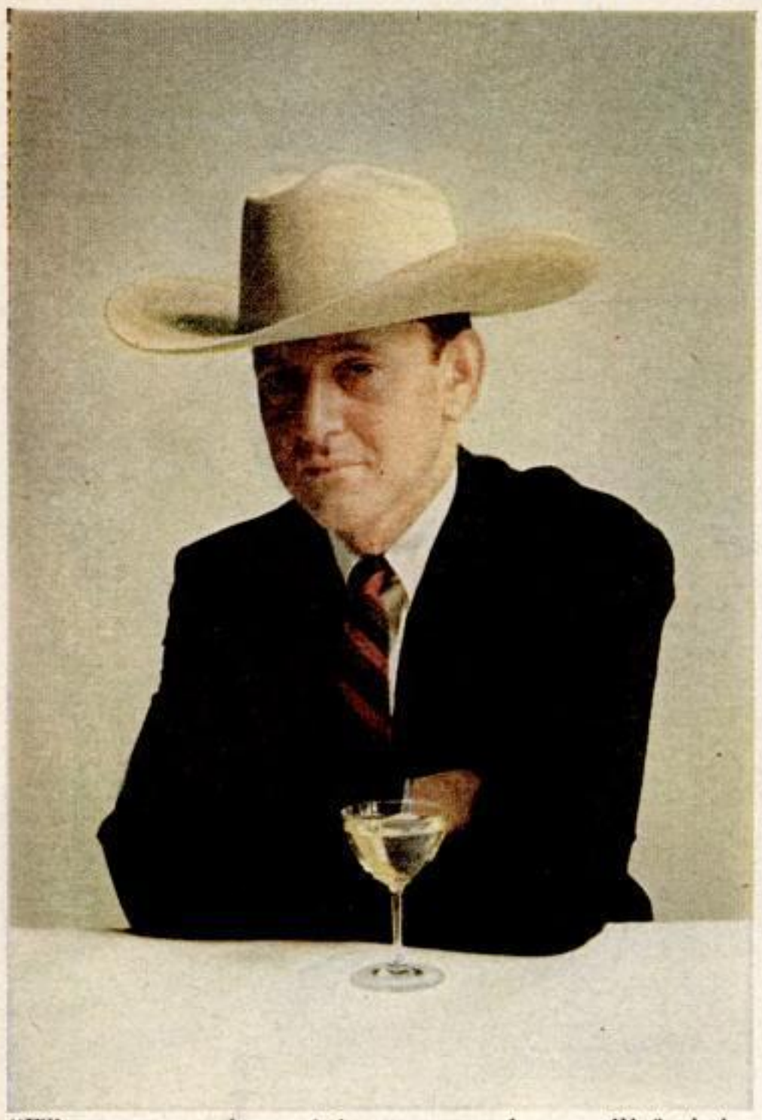
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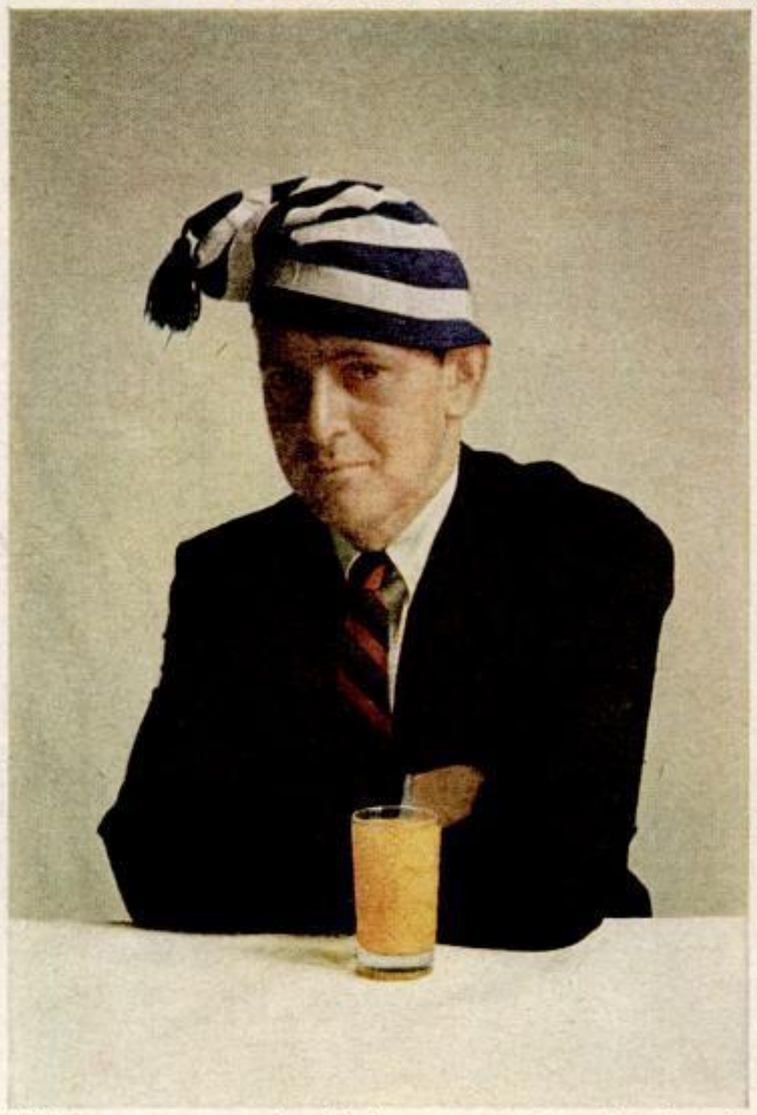
Brand-New Show—Brand-New Star—"THE ART CARNEY SHOW"—Dec. 4—NBC-TV

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"IT'S SMART TO DRINK SMIRNOFF IN MORE WAYS THAN ONE" SAYS TONY RANDALL



"Where men and martinis are extra dry, you'll find the *Vodka* Martini!" Just use Smirnoff instead of gin.



"Who says you can't drink orange juice *after* breakfast?" Add a jigger of Smirnoff—for a Screwdriver.



"This is no Tom, Dick or Harry Collins!" Smirnoff makes the most delicious Vodka Collins you ever tasted.



"I love Tomatoes... Bloody Mary best of all." Mix jigger of Smirnoff with 3 oz. tomato juice. Season, ice, pour.



"Vodka Gimlet? Elementary, my dear Watson!" Stir 4 or 5 parts Smirnoff with 1 part Rose's Lime Juice.



"When I order vodka, I expect Smirnoff!" Let nobody tell you all vodkas are the same. Insist on *Smirnoff!*

Why drink anything that's not delicious? In other words—why drink anything but your favorite Smirnoff drinks? They are many, varied and delightful. For smooth Smirnoff has no liquor taste or "breath." It loses itself completely in just about anything that pours!

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"At Christmas and all year through I'm

MRS. KIRK is typical of more than 27,000,000 smart, thrifty women from coast to coast who save S&H Green Stamps. Like Mrs. Kirk, they not only get wonderful things all year long for their homes and families, but they also redeem some of their stamps for Christmas gifts as well. They're dollars ahead with S&H Green Stamps.

P.S. *Of course right now you're spending more with Christmas just ahead. So be thrifty like Mrs. Kirk. Do all your shopping at the many fine stores and service stations where you get the extra savings of S&H Green Stamps.*



"I'm dollars ahead in two ways on my food bills," says Mrs. Kirk, "thanks to S&H Green Stamps. *First,* with low prices at supermarkets giving S&H. And dollars ahead *again* with S&H gifts."

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Dollars Ahead with S&H Green Stamps"



"**At Christmas** I turn my extra spending into extra savings by shopping for gifts at department stores and other stores that give S&H Green Stamps. You should see how fast books fill up."



"**It's just good sense**—and good saving too—to buy everything where you get S&H Green Stamps. My service station, drugstore and dry cleaner are wonderful sources all year 'round."



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"So good in glass"

Don't you agree? Delicate fragrances belong in glamorous glass. In sparkling glass containers, they keep dewy-fresh till the very end.

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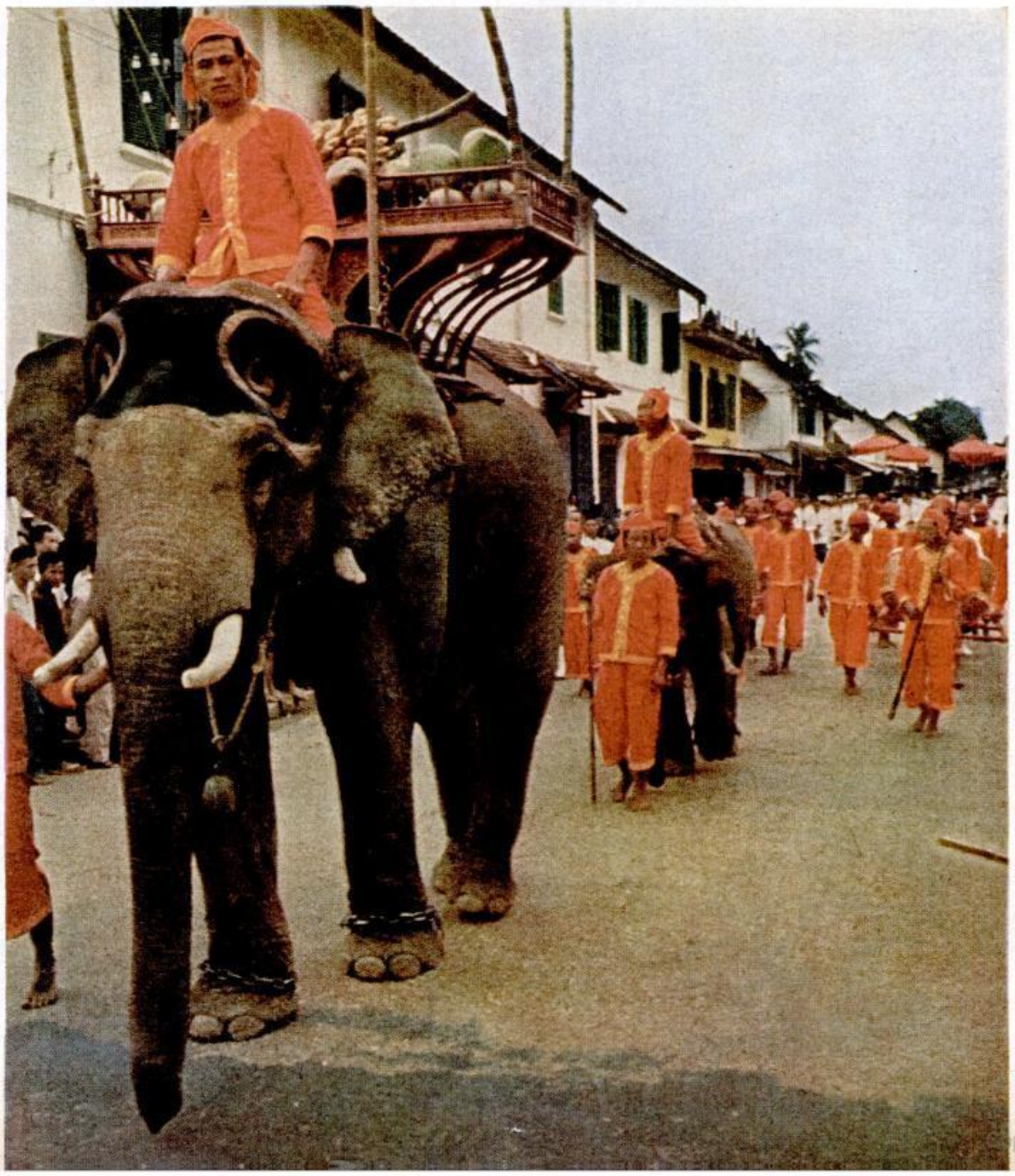
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SURROUNDED BY BRIGHTLY CLAD ATTENDANTS HOLDING PARASOLS, THE LAOTIAN NEWLYWEDS LEAVE ROYAL PALACE IN LUANG PRABANG AFTER WEDDING

Laos pomp at wedding

Even under Communist attack, the capital of the tiny kingdom of Laos could stop all normal activity to stage a minor-league royal wedding. The glittering procession through Luang Prabang included red-jacketed men-at-arms (most of the army regulars were off fighting Communists in the north) and a section of the royal orchestra beating slow rhythm. Four stately elephants bore traditional gifts of sugar cane, coconuts and bananas.

Everything about the ceremony was steeped in Laotian religious tradition, derived from the Therevada branch of Buddhism. The bridegroom, Prince Sisouphannouvong, 26, was resplendent in pantaloons, and the bride, Princess Dala Savang, 24, wore a hand-woven silk dress and a crown in her chignon. A Brahmin elder intoned the age-old blessing: "May your wealth multiply . . . in victuals and in silver." In the final marriage ritual their wrists were tied with cotton cloths. These the royal newlyweds must wear until they rot and drop off.



BEARING GIFTS, elephants march through city in bridegroom's procession on way to marriage rites.

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Why the Wide-Track owner so often says "Let's go in my car"

We design the interior of your Pontiac with two considerations:

It must be lastingly enjoyable and comfortable for *you*. For in the active, modern life, the time spent in one's car is no small factor.

It must also be immediately appealing to *others*, your "guest" passengers. Everybody from the baby sitter to the boss responds admiringly to fabrics with character, leathers with richness, metals elegantly sculptured.

We make quite a to-do about these materials. They're chosen meticulously, on the basis of beauty and durability. They're blended artfully, harmonized tastefully, then trimmed by Pontiac craftsmen who will not tolerate a raw edge, a crooked seam, a wiggly knob. There's a smart, tailored look to the inside of a Pontiac you simply don't find in other cars costing as much or even more.

This appreciable, and quickly recognizable, superiority of interior design will make your 1960 Pontiac a car of great personal enjoyment. You will find yourself frequently and proudly offering, "Let's go in *my* car," and meaning every word of it.

Wider stance gives you swayless stability, solid comfort. You maneuver with skillful sureness, accurate control. It's the most rewarding driving you've ever felt!

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THE ONLY CAR WITH WIDE-TRACK WHEELS



Bonneville Convertible for 1960

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The sunniest dispositions just happen to start with Post Toasties

The corn flakes with the sunny disposition – give you one, too.

Post's better way of toasting (plus that sweet corn flavor) make these corn flakes just a little bit better. A bowl of sunshine, anybody?



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All Post cereals happen to be just a little bit better!

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FASHION

Garbo Slouch No Longer Old Hat



GARBO'S SLOUCH HAT in 1930 was tan velour number like one she wore in movie *Anna Christie.*

THOUGH the great Greta Garbo herself has not been seen in a new movie in almost 20 years, one of her most famous trademarks is now being seen almost everywhere. The floppy-brimmed slouch hat which the star introduced in her early movies and wore continually off stage as well has been taken up this season by fashionably dressed women all over the U.S. and Europe—even by some women who almost always go hatless.

The Garbo hat looks newest in dressy fabrics such as satin (*right*) for cocktail wear. It goes particularly well with the new longer and smoother hair styles. Although its wide concealing brim may make it a favorite for off days, the wearer must take care to combine the slouch only with simple, well-cut clothes.



CURRENT SLOUCH of white satin is worn with a cocktail suit (hat, $30, suit, $110). Both are by Bill Pearson, a young California designer.

CONTINUED 87

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MODEL'S SLOUCH was recently worn by a famous European beauty, Bettina, at Longchamps, a Paris race track. Many other versions of Garbo hats also turned up there during the racing season.





BARDOT'S CHAPEAU was designed for her by Paris Milliner Jean Barthet. Brigitte, who usually goes hatless, has just bought several slouches. This one, made of felt, is named for her dog Gouapa.

ACTRESS'S VERSION, extra large and extra floppy, is worn by Margaret Leighton, who wears only slouch-style hats. This cocoa brown one was made for her in London by Hat Designer Peter Shepherd.

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At last! Really light cheese cake!

BECAUSE YOU CAN WHIP LOW-CALORIE CARNATION INSTANT!

So easy—no baking! Luscious *new* cheese cake—so *light*, you'll feel you can enjoy it often, any time! No long baking like the old heavy kind—no baking at all. And costs only half as much!

The secret? It's made with *whipped* Carnation Instant Nonfat Dry Milk. Yes, the "Magic Crystals" Instant that's so delicious for drinking and perfect for cooking—*also whips!* For this new recipe... or any whipped cream recipe ...or for delicious topping with ⅔ less calories than whipped cream at only 1¢ a serving!

Carnation, the only "Magic Crystals" Instant, comes in 3, 8, and 14-Qt. pour-spout cartons and a new package of 5 pre-measured 1-Qt. envelopes. Costs as little as 8¢ a quart.

CARNATION INSTANT NO-BAKE CHEESE CAKE

(Makes 6 to 8 servings)

- 2 tablespoons (2 envelopes) unflavored gelatine
- 1 package lemon pudding and pie filling mix
- 2 cups water
- ½ cup sugar
- 2 egg yolks
- 1 cup cream-style cottage cheese
- 2½ cups whipped CARNATION INSTANT (see directions below)
- 2 egg whites
- 1 teaspoon vanilla

Mix gelatine with pudding mix in saucepan. Prepare pudding-gelatine mixture with water, sugar and egg yolks according to pudding label directions. Cool thoroughly. Beat cottage cheese until creamy, add cooled pudding, and continue beating until mixture is blended. Fold *whipped* Carnation Instant, *beaten* egg whites and vanilla into pudding mixture. Pour the pudding mixture over the crumb mixture* in pan. Chill until set (about 3 hours).

***Crumb mixture:** Blend ½ cup fine graham cracker crumbs with 1 tablespoon sugar and 1 tablespoon melted butter. Line bottom and sides of loaf pan (9″ x 5″ x 3″) with waxed paper or foil. Place crumbs on bottom of pan. Cover with Cheese Cake Filling.

To make 2½ cups whipped Carnation Instant for this recipe:

1. Combine ½ cup ice water with ½ cup Carnation Instant "Magic Crystals" in bowl. Whip until soft peaks form (3-4 minutes). **2.** Add 2 tablespoons lemon juice. **3.** Continue beating until firm peaks form (3-4 minutes longer). Gradually add ½ cup sugar.



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The perfect portables — the perfect second set



CORDLESS TABLE RADIOS
Look like table radios — act like portables



HIDEAWAY TV First TV that rises out of a table



REMOTE CONTROL TV
12 new models that tune from your easychair



"LIVING COLOR" TV Most advanced Color TV ever



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Make your Christmas shopping easy — take this handy guide along. It's full of information about RCA Victor's Newsmakers of 1960 in black-and-white and Color TV, radios and Stereo High Fidelity. There's a gift here for everyone you love.

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PORTABLE STEREO The exciting world of stereo at a budget price

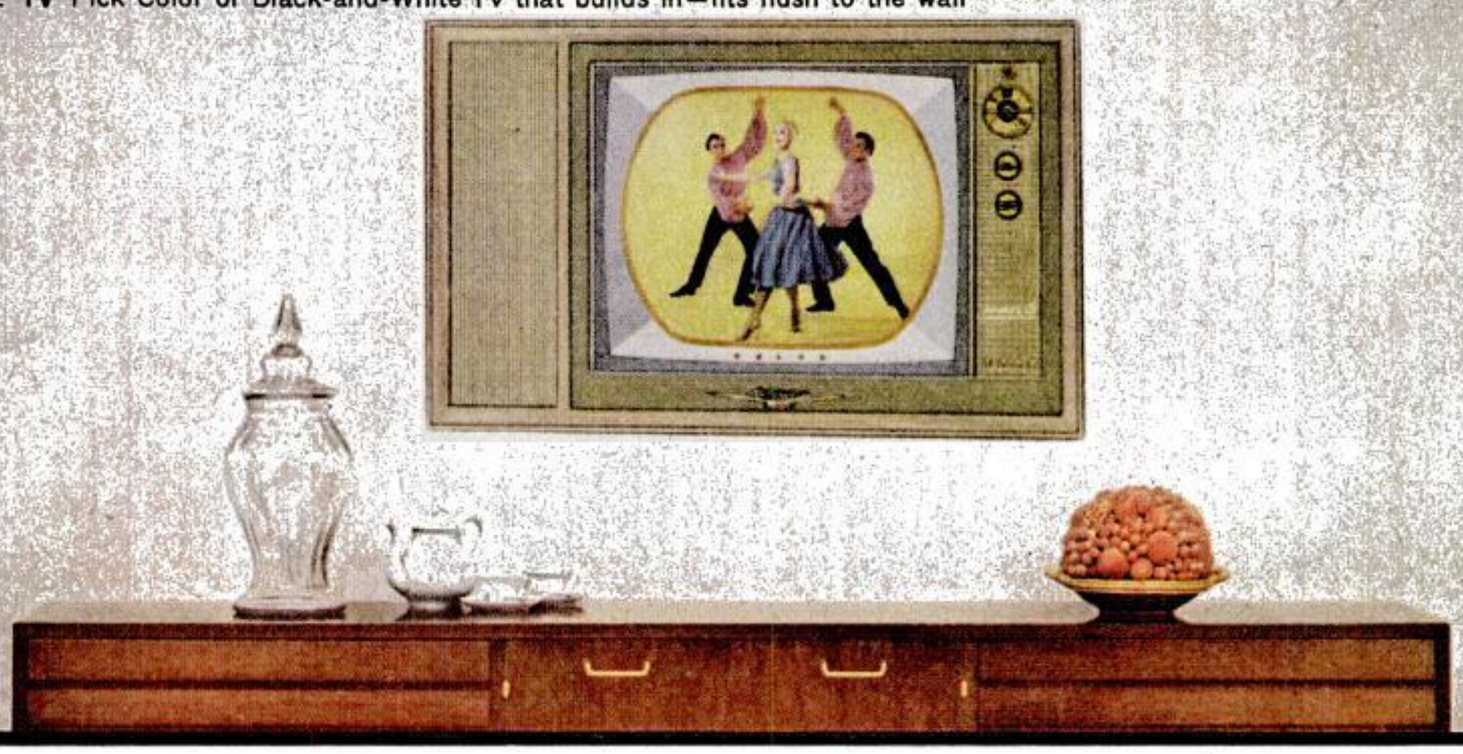
ANOTHER WAY RCA SERVES YOU THROUGH ELECTRONICS



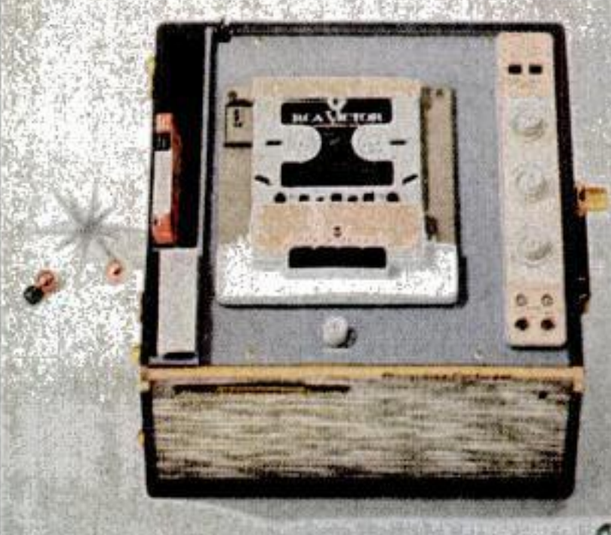
TRANSISTOR RADIO Big performance, low price



MURAL TV Pick Color or Black-and-White TV that builds in—fits flush to the wall



STEREO TAPE CARTRIDGE PLAYER/RECORDER
Makes tape as easy to play as records



Dependability is why...more Santas give

RCA VICTOR
Trade(s) ® RADIO CORPORATION OF AMERICA

RCA Victor radios as low as $19.95; Stereo as low as $39.95; TV as low as $149.95. Nationally advertised list prices shown, optional with dealer. Some prices higher in far West, South. UHF available extra, on most models. Prices, specifications subject to change without notice. ®RCA trademark for record and tape players.

To remove this shopper's guide, pull gently from binding

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NEW U. S. TOY TRAINS, SHOWN ABOVE WEEHAWKEN YARDS, INCLUDE GILBERT'S FRONTIERSMAN AND LIONEL SCIENCE CARS

The Many Joys of Varied Toys

To make a survey of toys, past and present, is also to survey mankind's customs, manners and styles—for toys show the world in miniature. In these 14 color pages, LIFE provides a bountiful and seasonal sample of toys through the centuries around the globe. Many were photographed in suitable national settings. The first four and last two pages are largely devoted to toys available to American youngsters today, while the rest primarily display older toys with special nostalgic charm for adults.

One timeless, universal comment on the way of children with toys is made by Italian peasant girls who are maids and nurses in Tuscany. When a parent asks what a child is doing, the nurse answers that he is "*fuori a fare miracoli*"—"outside making miracles." Whether the child is making miracles with stuffed animals or shiny trains, or with any other toy, he is getting the most out of play—pouring his love, delight and imagination into something that gives him joy. A child can play as hard as an adult can work and can learn just as much from it. So, adults have always enjoyed making toys for children—and many adults have also enjoyed playing with them. As canny a cynic as Anatole France found in dolls "something of the divine, however little. . . . They do not live like ourselves, and yet they do live. They live as do the immortal gods."

FRENCH CAT, perched near Notre Dame, is covered with rabbit fur and costs 9,880 francs. Called *Le chat miaulant* (or "the mewing cat"), it can also walk pussy-foot as well as curl and uncurl its tail.



JAPANESE DOGS were traditionally presented to mother when she took her baby to a shrine to pray for its health. These dogs are at Tokyo's Yasukuni Shrine. Tokyo craftsmen now make them to order.

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WOODEN VIKINGS, here engaged in battle along a river, are produced in Denmark and sell in U.S. in sets of three for $9. The pieces in each set have interchangeable pegged parts and can be put together in 300 different combinations.

WHALE ON WHEELS, made in Japan with a spout of split wood, appears against the volcanic shoreline south of Tokyo. This is a miniature copy of a 24-foot float used in annual festival at Nagasaki. It sells in Japan for 300 yen.

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Fighters, spouters and zoo in a garden



ANIMAL JUNGLE, photographed in the conservatory of New York's Botanical Garden, includes the newest stuffed toys produced by Steiff in Germany. They range in size from a three-inch mouse ($1.75) to a child-sized lion with long realistic mane ($35). In the foreground are giraffe ($18), zebra and walrus (each $7.50). Just behind them are three dinosaurs named Dinos ($6), Brosus ($5.50) and Tysus ($5.50).

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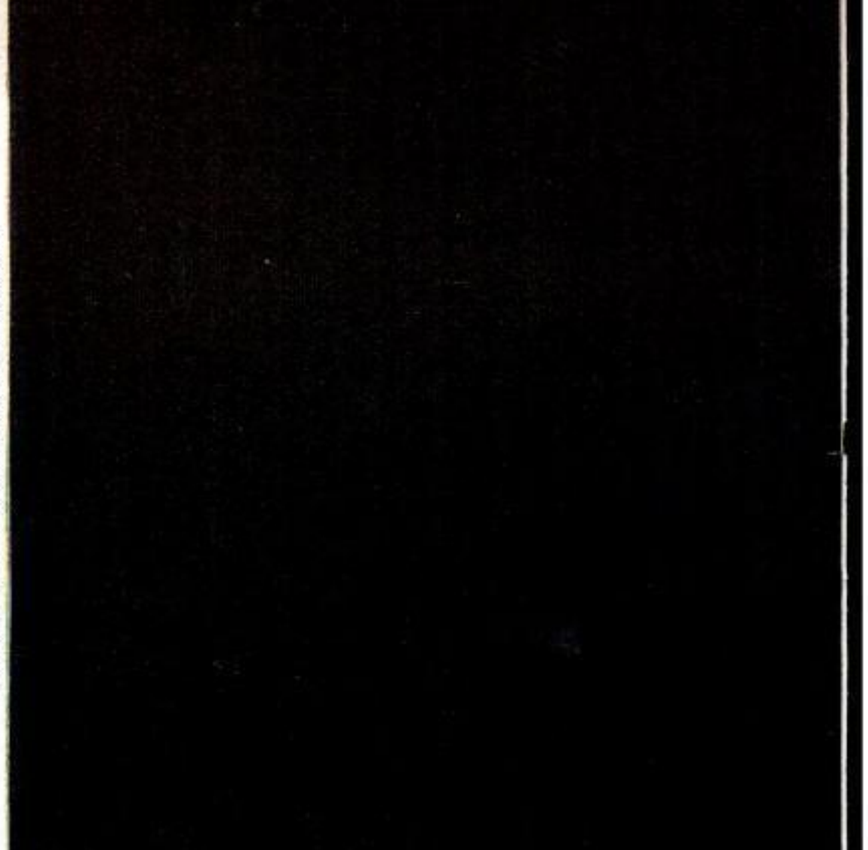
VISORED KNIGHTS, with lance and mace readied for battle, charge in a German garden. They are of painted tin and were made about 1820 in Nuremberg, long the toy center of Germany. The cannon are 15th and 16th century weapons.

The battles that boys love

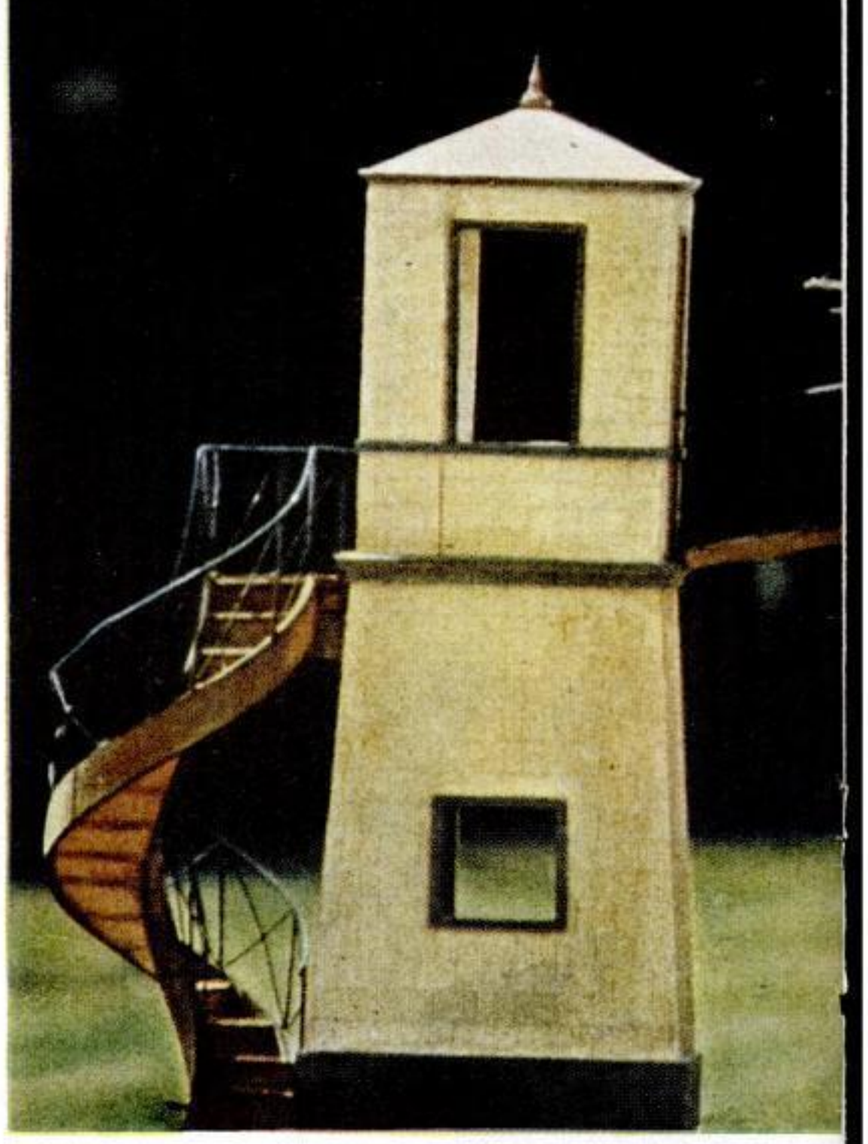
In the realm of toys, the more things change the more they remain the same. As is demonstrated by the toys on the next six pages, all of them old and most of them museum pieces, they will be memory-bringers for many.

A perennial masculine favorite has been war toys. Chinese boys played with toy weapons long centuries ago. On a sickbed, Robert Louis Stevenson marshaled his lead soldiers up and down the Land of Counterpane.

Occasionally there is a reaction. G. K. Chesterton was told that boys' bows and arrows were dangerous. Chesterton conceded that it "is always dangerous to have a little boy." But he doubted "that you could abolish all bows unless you could also abolish all boys."



MUSEUM OF THE ROYAL PALACE OF CASERTA



PRINCELING'S PLAYTHING (*above*) was elaborate 18th Century toy housed in former palace of kings of Naples at Caserta. Cross-arms from central



tower support four small ships. "Passengers" then climbed smaller towers to board ships. Gears in central tower allowed ships to circle in imaginary sea.

WOODEN SOLDIERS in traditional "caterpillar" hats of Bavarian infantry stand against foliage at Hohenschwangau castle near Munich. They were carved in Oberammergau in 19th Century. With wide-eyed expressions, they stand six inches high and are reviewed by sergeant (*left*) and major (*right*).

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PAINTED DOLL of 1825, dressed in Regency style, stands before row of London houses of that era as though setting out to shop at the butcher (*below*) or two fair booths (*right*). These four toys are in London's Bethnal Green Museum.



How people lived in



BUTCHER'S SHOP, 20 inches wide and 27½ inches high, was carved about 1840 and modeled on an actual shop of the time. It resembles shops now operating in England, even to the rooms for the butcher and his family over the store.

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England and France a hundred years ago



FAIR BOOTH, 12 inches wide and 13 high, was made about 1830. It shows a "church bazaar" and was photographed near a church built at that time.



BAZAAR TABLE is tended by upper-class lady in 1840 garb. Table has knickknacks such as fans, pictures, calendars, books, bottles and reels of silk.

DOLLS' DINING ROOM, with its 19th Century French fittings, is complete to dishes, wine bottles and light-colored furniture in Louis Philippe style.



MUSEUM OF DECORATIVE ARTS, PARIS

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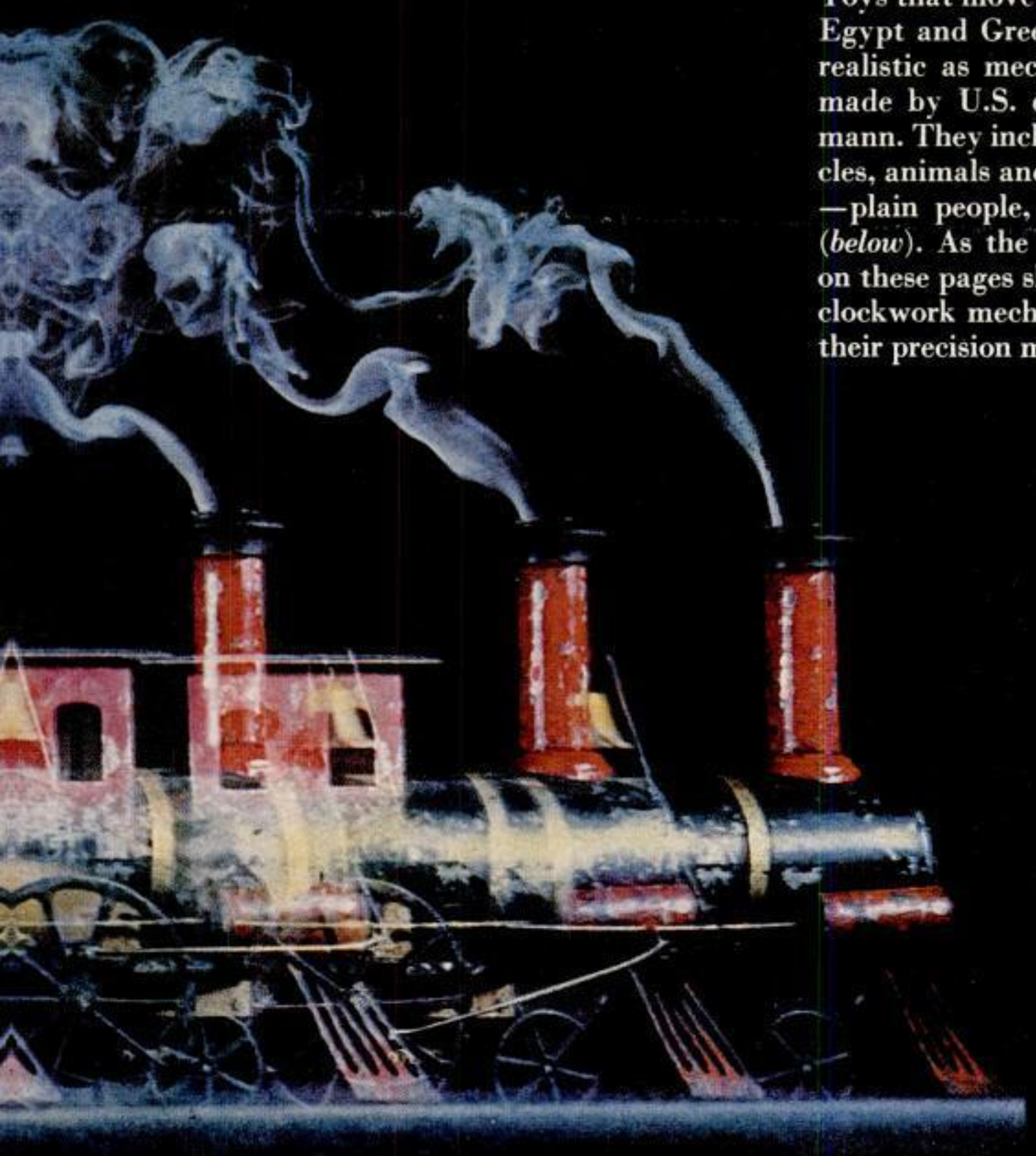
SMOKING TRAIN, shown in multiple exposure, was made by Ives in 1880s. A cigaret is put in stack and wound-up mechanism moves train.

EARLY TRICYCLE was produced by Althof, Bergmann in 1870s. Clockwork concealed in box behind the rider sends him on a curving course.

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Mechanisms That Smoke and Scurry

Toys that move date back thousands of years to ancient Egypt and Greece. Few have ever been as lively or as realistic as mechanical toys in the late 19th Century made by U.S. companies like Ives and Althof, Bergmann. They included wagons, trains, boats, banks, bicycles, animals and a spectacular variety of human figures —plain people, comic characters and national heroes (*below*). As the multiple-exposure photographs of toys on these pages show, they sprang into action when their clockwork mechanisms were wound up. As a tribute to their precision many still work and are collectors' items.





GENERAL GRANT blows smoke ring in Ives toy. Machinery keeping his cigar lit is seen below. This one was used as cigar advertisement.

CUZNER TROTTER, named for inventor and made by Ives, dates from 1870s. The horse trots while boy's hand and buggy whip go up and down.

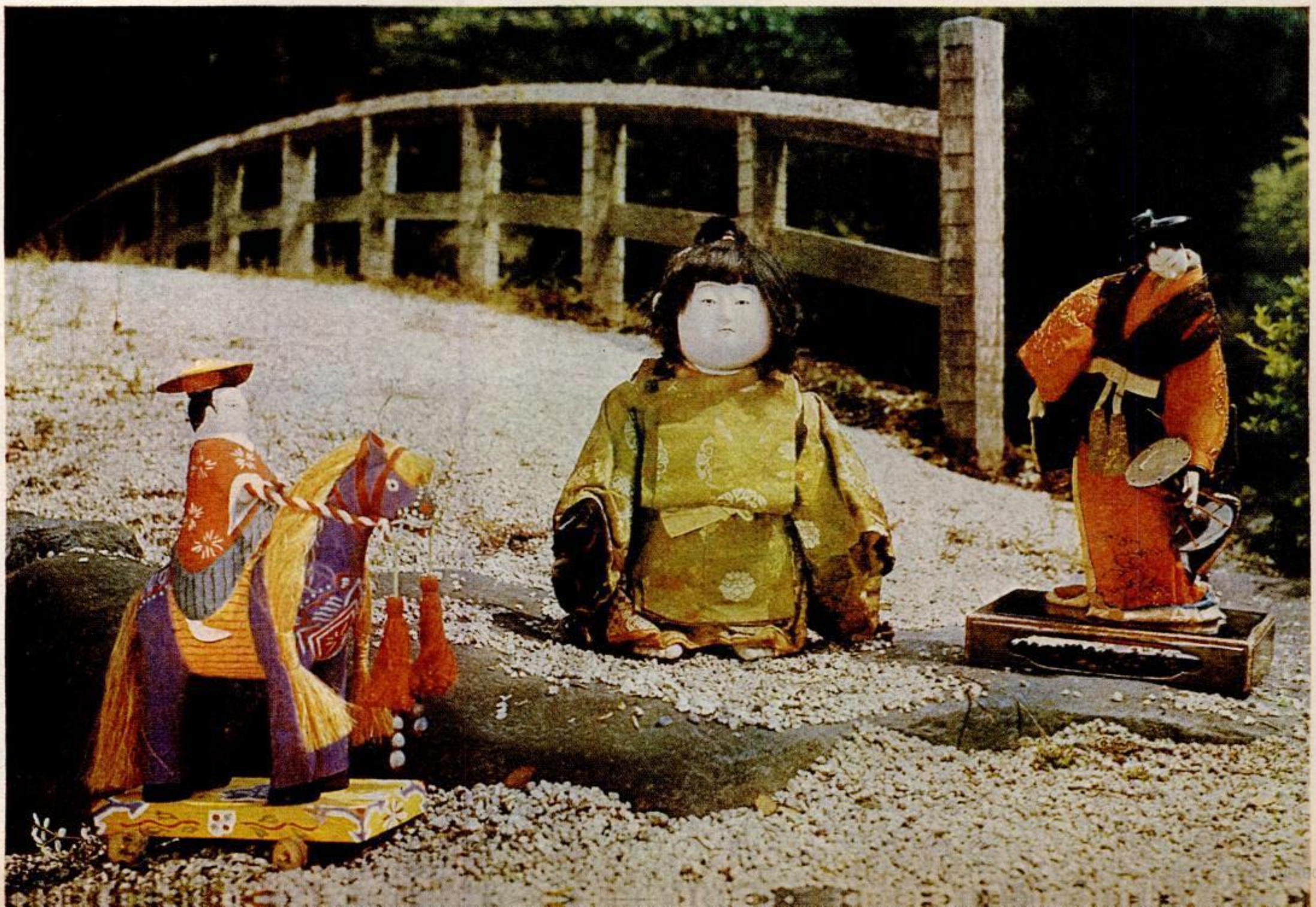


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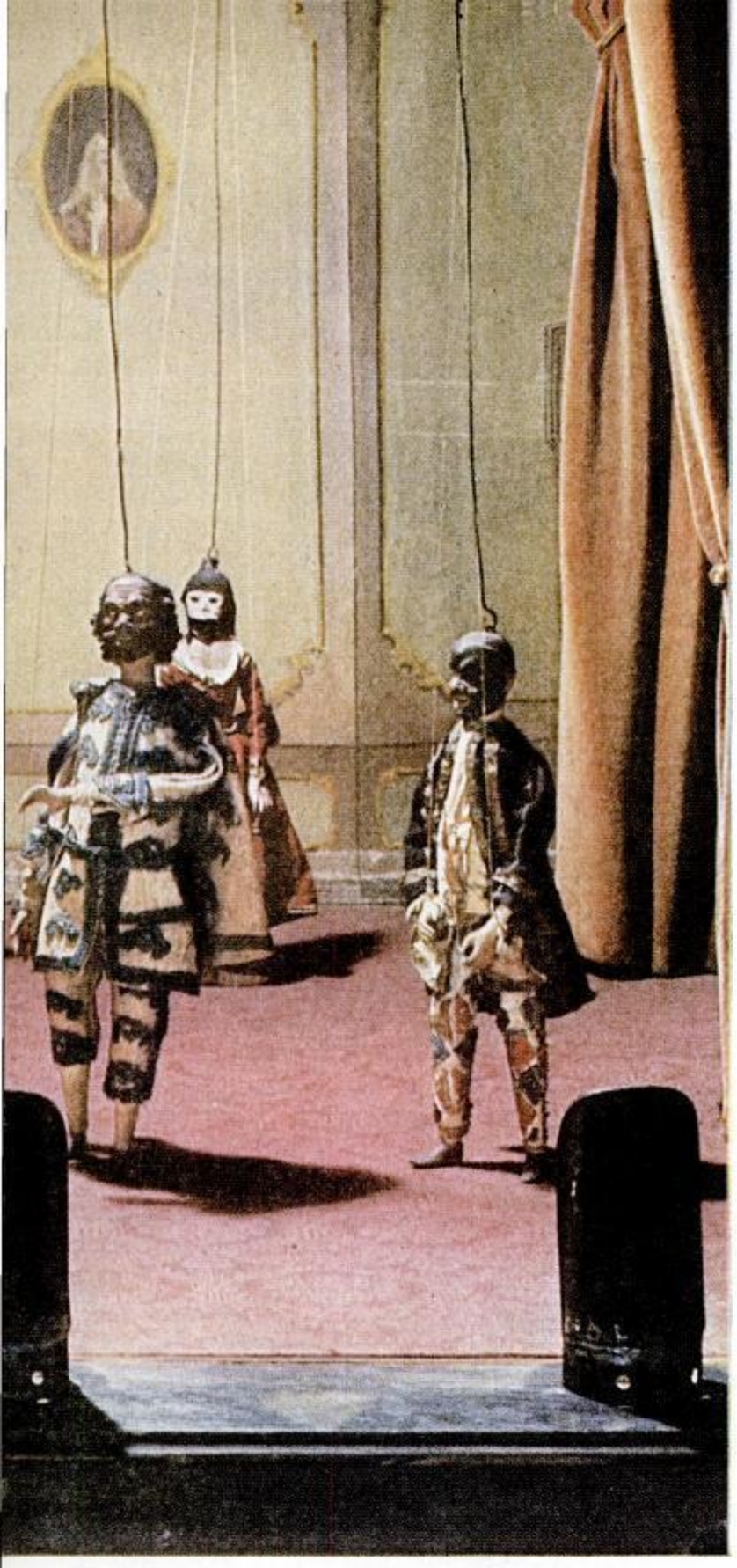
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ITALIAN ELEGANCE is evident in elaborate marionette theater made for children of Venice's Grimani family in early 19th Century. The puppets include all the notable characters of the *Comedia dell'arte*, are 12 to 14 inches high.

JAPANESE FAVORITES, still being made after 250 years, include samurai on horse (now sold on Okinawa), *gosho* doll (*center*) with round face always made to look like a small child, and clay *takeda* doll, known for its lively expression.



Approved material





FRENCH AUTOMATONS made by Jean Farkas and wife Annette, include young Mozart, which sells for 52,500 francs in Paris. Wound up, the figure moves while playing Mozart's *Eine kleine Nachtmusik* and Minuet from *Don Giovanni.*

Dolls which delight little girls

The all-time feminine favorite among toys is of course the doll, which, the Encyclopaedia Britannica observes, "is one of the oldest of human institutions." These and the following pages show examples of dolls and puppets, both ancient and current, which have been produced in Europe, Asia and America.

In his novel *Les Misérables*, Victor Hugo vividly expressed a doll's meaning from the Old Stone Age to the present: "A doll is . . . one of the most delicious instincts of feminine childhood. To clean, clothe, adorn, dress, undress, dress again, teach, scold a little, nurse, lull, send to sleep . . . the whole future of woman is contained in this. While dreaming and prattling, making little trousseaux and cradles, while sewing little frocks and aprons, the child becomes a girl, the girl becomes a maiden, and the maiden a woman. The first child is but a continuation of the last doll."



TURKISH SMOKER, made by Farkas in Paris, costs 55,500 francs. Mechanisms enable it to move and blow smoke, as music box plays *Turkish March.*

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Some spittin' images.



KAETHE KRUSE DOLLS, named for actress who made them for her children, have long been popular in Germany. They are now made of plastic, with human hair. These models, each 16 inches high, sell in the U.S. for $16.95 and $17.95.



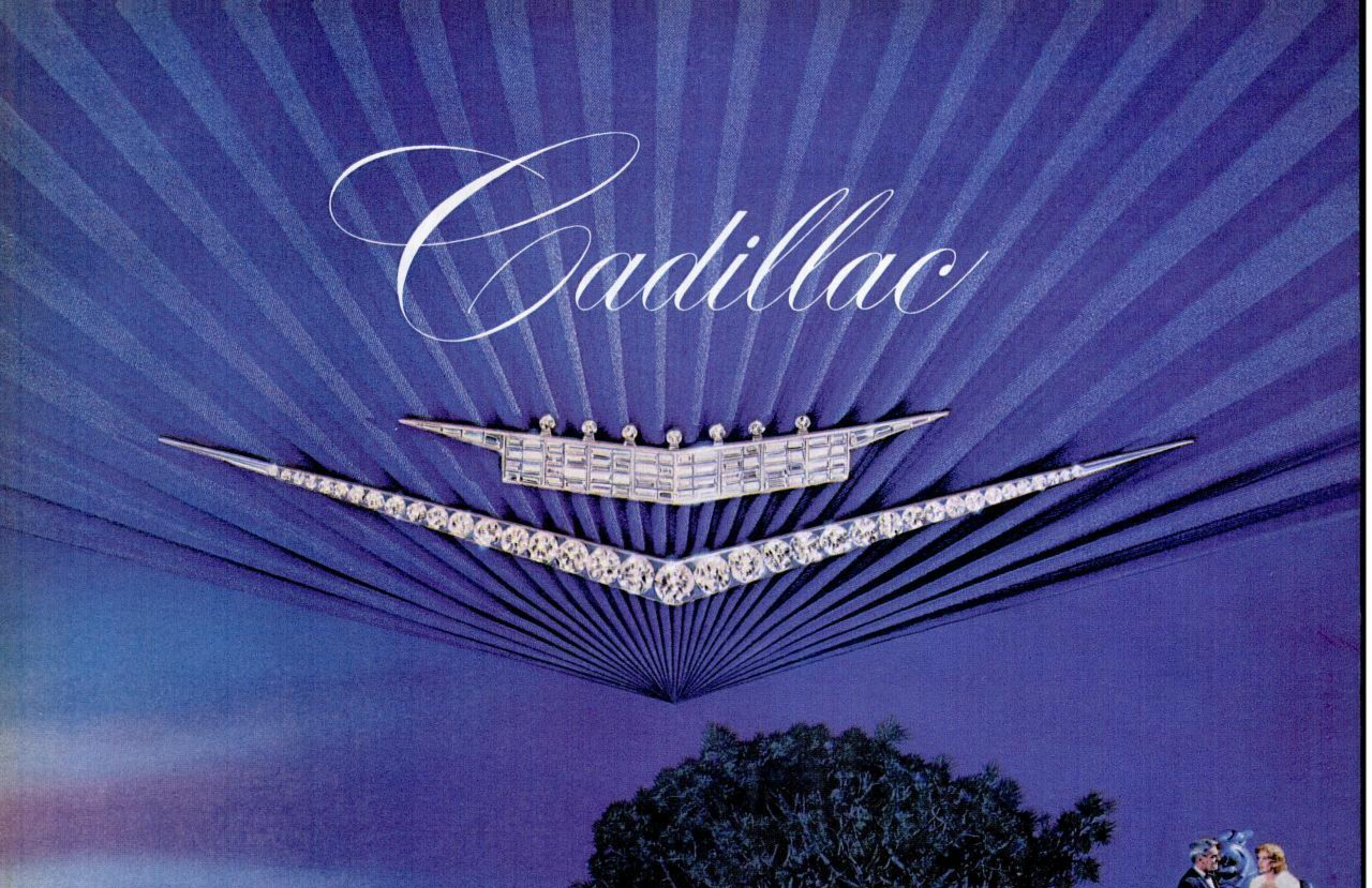
AILING DOLL, "Marybel, the Doll That Gets Well," costs $12.95 and was introduced this year in U.S. by Alexander Doll Co. with outfit that has crutches, leg and arm casts, glasses, bandages and spots to simulate measles and chicken pox.



LIFE-SIZED DOLLS, made by Ideal Toy Corp. are same size as average U.S. children at 3 months (in stroller), 2 years (seated on swing and slide) and 3 years (on swing and pushing the stroller). Costs range from $17.95 to $29.95.

in sickness and health—and large as life





THE CADILLAC "V AND CREST" Interpreted in Diamonds and Platinum BY CARTIER

"Elegance" is the word that expresses it!

There are, to be sure, many ways to describe the superlative motor car pictured above. "Beauty", "majesty", "brilliance"—all apply, in their fullest meaning, to this new Cadillac. And yet, from this wonderful vocabulary, we have selected "elegance" as the word that most fully characterizes the Cadillac of 1960. The car's beautiful, clean-lined styling is certainly elegant beyond compare. Its new interior luxury provides a feeling of elegance that can be sensed nowhere else in the world of motor cars. And even its new performance—smooth, quiet and effortless—might be summarized as "elegance in motion". Once you have seen and driven it for yourself, we think you will agree that the word is "elegance"—and that the car is Cadillac!

CADILLAC MOTOR CAR DIVISION • GENERAL MOTORS CORPORATION

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Top Toymaker's Buying Guide

THROUGH all the ages, parents have been perplexed by the problems of buying toys their children are certain to like. What seems sure-fire to them too often turns out to be a dud with the kids. To help this generation of distraught parents choose wisely for their 5- to 10-year-olds (golden ages for toys), LIFE turned to Louis Marx, the world's biggest and most successful toymaker, and asked him to explain the characteristics a good toy must have. Marx operates five toy factories in the U.S. and 14 overseas, from England to Hong Kong. At 63 he still personally originates and designs, or critically improves on, every toy put out by his company.

According to Marx there are six factors to weigh in appraising a toy. They are:

1) *Familiarity:* "The toy must reflect the life around the child," Marx says. "Dolls should have real hair. Trains and animals should be realistic in detail. Although an occasional fantasy toy will become popular, children usually want what they have actually experienced in some way. A toy can fail because it is too futuristic. Six years ago toy men began making space toys. They did not sell because children were not yet familiar with the space age. Today they are, and missiles and launching pads sell extremely well. Some months ago a toy television-telephone was put on the market. It failed. Children have not yet seen TV telephones."



LOUIS MARX, head of a 19-factory business, has had 43 years' experience judging what will or will not make a successful toy.

2) *Surprise:* "This is a kind of bonus," Marx explains. "Toys should offer the child something he does not expect. For example, there is a toy mouse that takes its hat off twice. The first time the hat is raised, it reveals an egg on top of the mouse's head, but the next time the egg has become a chicken. A time element is involved, and this generates excitement. But whatever the surprise is, it should not be something that is ugly or frightening."

3) *Skill:* "A toy that requires a child to practice a little is good, because children like to develop skills and be able to display them. That is why the Hula-Hoop, the Yo-Yo and roller skates have been so popular, and why shooting and target games perennially sell well. So do simple gambling games such as dominoes and bagatelle."

4) *Play Value:* "This is what keeps the child occupied for hours in an entertaining or creative way. It is the great quality of dolls, tricycles, cowboy pistols and toy trains (of course, all toys must have play value to some degree)."

5) *Sturdiness:* "It seems rather obvious to say that any product should be well made, but it is especially true of toys. Not only do they get rough treatment, but a child senses shoddiness. A toy should also be *safe:* there should be no sharp points or cutting edges."

6) *Comprehensibility:* "A child does not like toys that are too hard to understand," Marx says. "A toy that forces a child to learn elaborate routines or intricate movements has little appeal. That is why most games are not successful. In spite of such successes as Monopoly and Authors, the vast majority of games with their own sets of rules do not appeal to youngsters. Some years ago I brought out a game called Twelve-in-One which consisted of not one but 12 games, all of which could be played with the packaged equipment. It was a dismal failure, and I believe the reason was that the package *looked* too complicated, even though the games were individually simple."

WHO actually buys toys, the adult or the child? Most toy manufacturers believe it is the adult, whether parent, relative or friend. But more and more often children are becoming the indirect buyers. They see toys advertised in magazines and on TV, and they put pressure on the adults. For those adults who have not yet been educated by such child pressure, there are several truisms to be borne in mind:

- Among animal toys, horses are most popular, then dogs, then bears.
- Boy dolls are never as popular as girl dolls.
- Travel toys—planes, trains and cars—are always popular, but boats are the least successful. Bath toys for very small children do not have to be boats at all: they can be anything that floats.
- Baseball may be the national pastime, but toy games based on it seldom do well. This may be because baseball is out of season at

CONTINUED



"Mmmm...
I miss you, too!"

A tone of voice that's just for you . . . a very special way of saying, "I miss you"—and almost at once your day takes on a brighter glow.

A Long Distance call can mean so much—it brings you good news and the warm feeling of being with folks you care for. Pick up your phone, and you can be with them right now.

LONG DISTANCE RATES ARE LOW

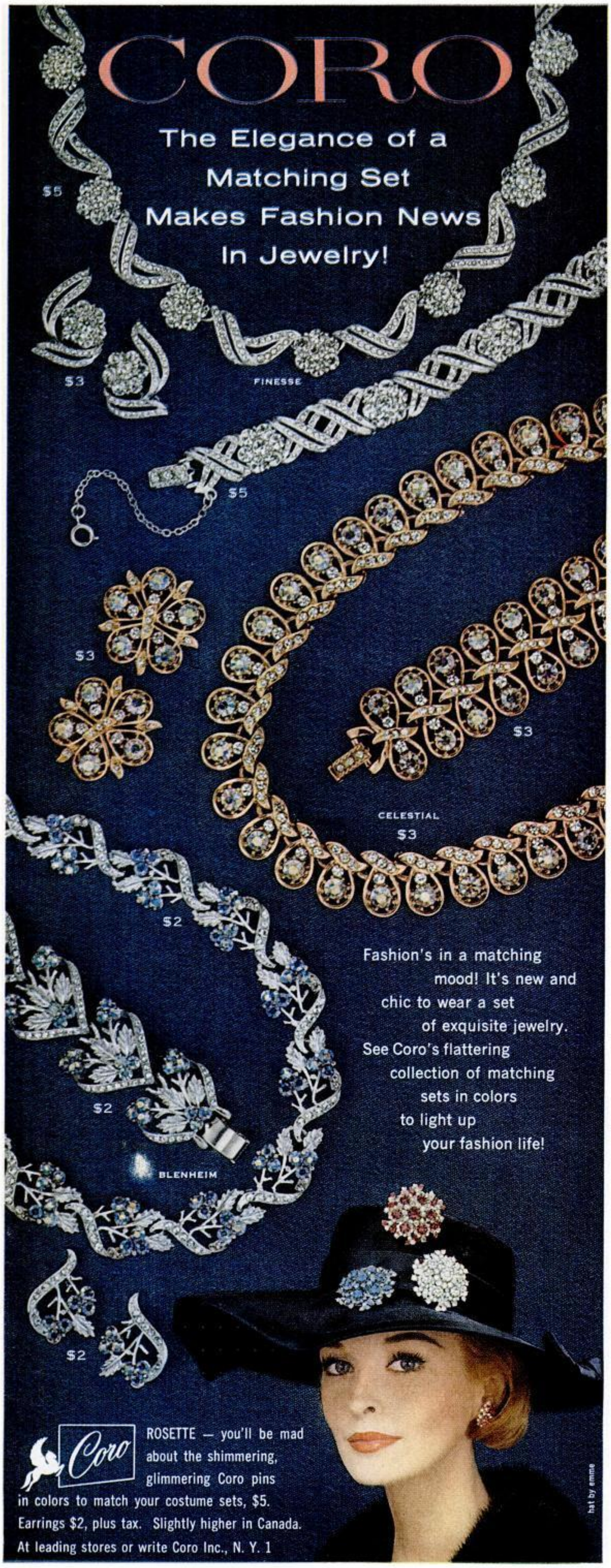
Here are some examples:

Charleston, W.Va. to Pittsburgh	55¢
Milwaukee to Minneapolis	75¢
Newark, N.J. to Cleveland	85¢
Boston to Chicago	$1.20
Seattle to Washington, D.C.	$1.75

These are the Station-to-Station rates for the first three minutes, after 6 p.m. and all day Sunday. Add the 10% federal excise tax.

BELL TELEPHONE SYSTEM

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Christmas time when most toys are purchased. Football games do somewhat better and hockey games do better still.

▸ Although they like something new once it has become familiar, children do not change their basic taste in toys very much from decade to decade. Their taste does, however, become broader. Once toy horses satisfied the young American. With the advent of the train, toy trains appeared and were accepted. Then came the auto, followed by toy autos, and the airplane, followed by toy planes. Today it is space vehicles. But not one of these new categories has superseded the previous one. Today's juvenile space traveler still requires a horse, a train, a car and an airplane as well as his three-stage rocket.

ALTHOUGH Louis Marx can draw up authoritative criteria for toy-making, he is the first to admit that the rules do not always apply. Seven years ago he brought out a circus play set, a miniature circus complete with big top, glittering rings and beautifully molded animals, ring masters, clowns and acrobats. Selling for $7.98, it looked like a natural: children's affinity for the circus is well established, and this was a colorful, realistic miniature. It was a dull-thud flop. What bothers Marx to this day is not the costly failure but the error in judgment which he still cannot explain.

Marx feels strongly about two things. One is that the purely "educational" toy—designed exclusively to inform or uplift its young owner, without regard for entertaining him or making him happy—is just no good. Toys are generally educational, he likes to point out, and most so-called educational toys also have "play value." Marx's target is the high-level intellectual toy that is intended only to educate. "The trouble with such toys," he says, "is that they contain no hint of the shocks and unpleasantnesses which the child must encounter later in life. Better that he learn such things when he is young rather than later. Besides, educational toys advance a child's education prematurely. Why teach a preschool youngster the alphabet? If you teach it to him ahead of time, he may be bored when he gets in school or he may act like a smart aleck and become unpopular. I'm in the minority on this, but I'm still for guns, soldiers and physical exercise things like velocipedes (which we don't make, incidentally). Or Gilbert's Erector Set, a good substantial toy that is not too scientific."

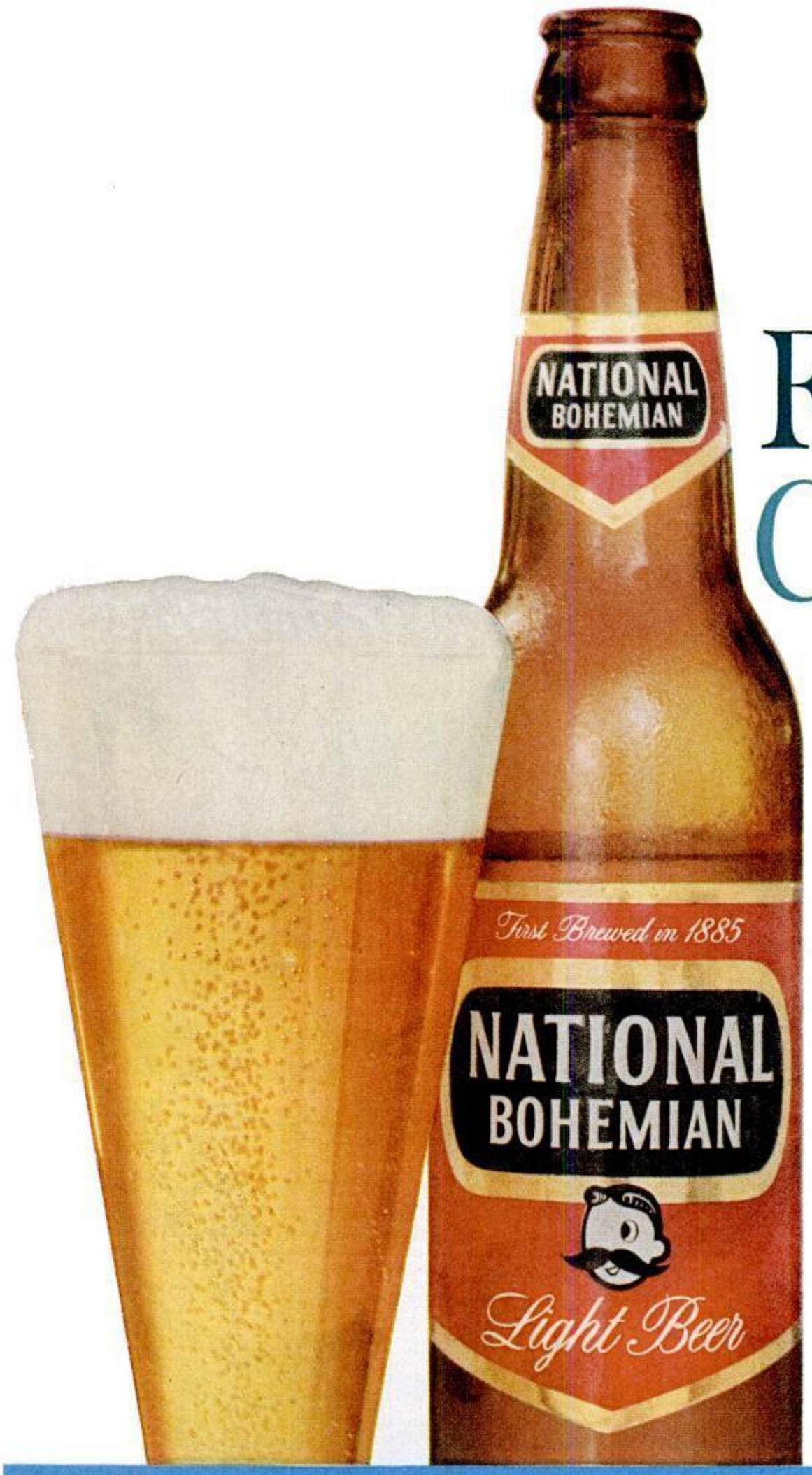
Marx's second tenet is that the average child is not given enough toys. When he makes this statement, he adds defensively, "And I don't say that because I'm in the toy business." He believes that the gift of a toy is an expression of love, a reassuring anchor to a child's maturing personality. For this reason, he argues, toys should be given regularly rather than expensively: a 29¢ toy thoughtfully bestowed once a week does more for youthful security and happiness than $20 worth of toys at Christmas or on a birthday.

HERBERT BREAN LIFE *Staff Writer*



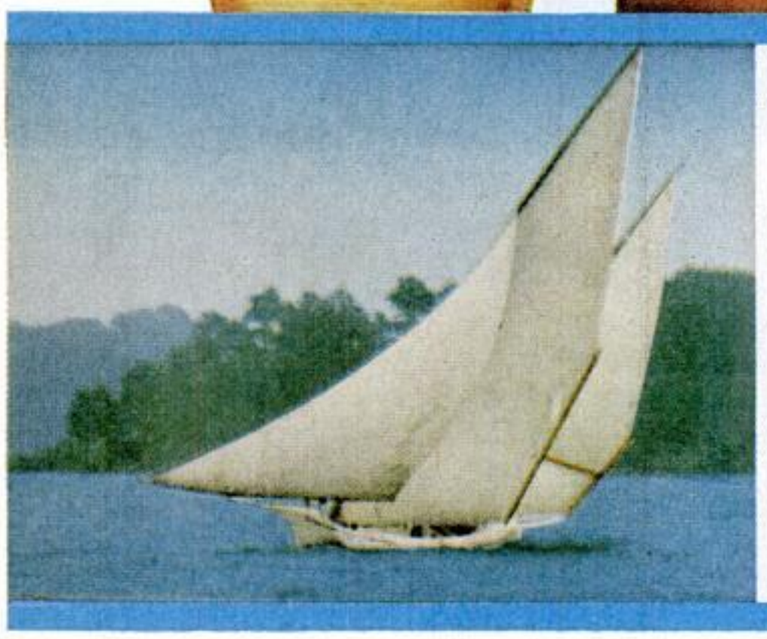
TOYS UNDER 29¢, such as Marx recommends for frequent gifts, include (*clockwise from top*) balloon, bath toy, tractor, bubble blower, baby bottle, cosmetic kit, bird whistle, jigsaw puzzle, softball and marbles, pen, car, musical pipes, plane. In center are game puzzle, midget cars, mailbox and jacks.

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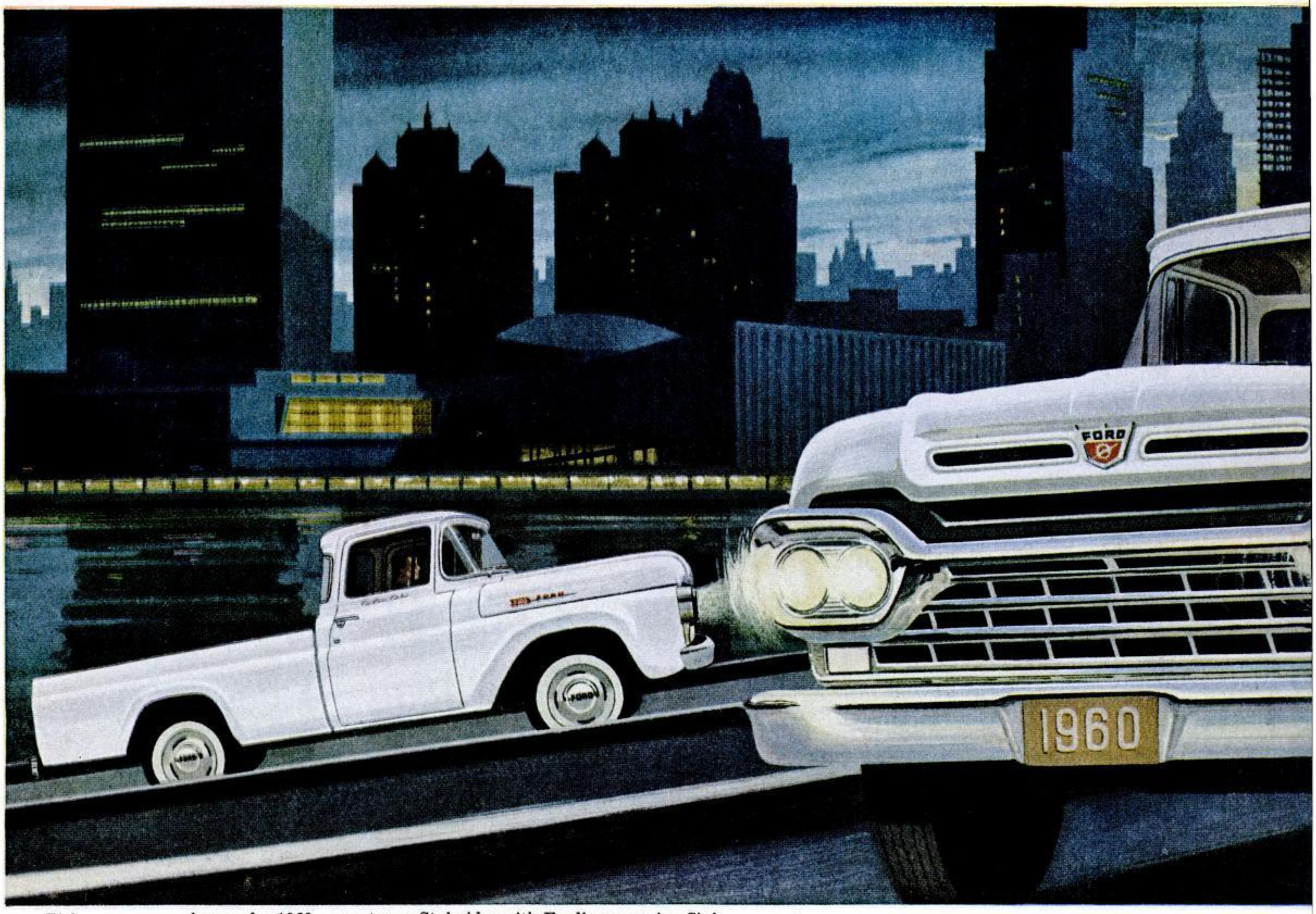
LAND OF GOOD FOOD . . . He's showing you a Bay country legacy, the famed blue channel crab. Soft, they're fried whole to a tender brown. A feast of steamed hard shell crabs always includes plenty of cold beer. Most often it's National Beer, the quality beer of the region. Try it. The *taste*, that's what you'll like about National Beer.

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Certified gas savings! Certified durability! Certified reliability! Certified lowest prices!

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Certified gas savings—Certified tests confirm the economy of Ford's six-cylinder engine—the same engine that scored 25% more gas mileage than the average of all the other makes in Economy Showdown USA!

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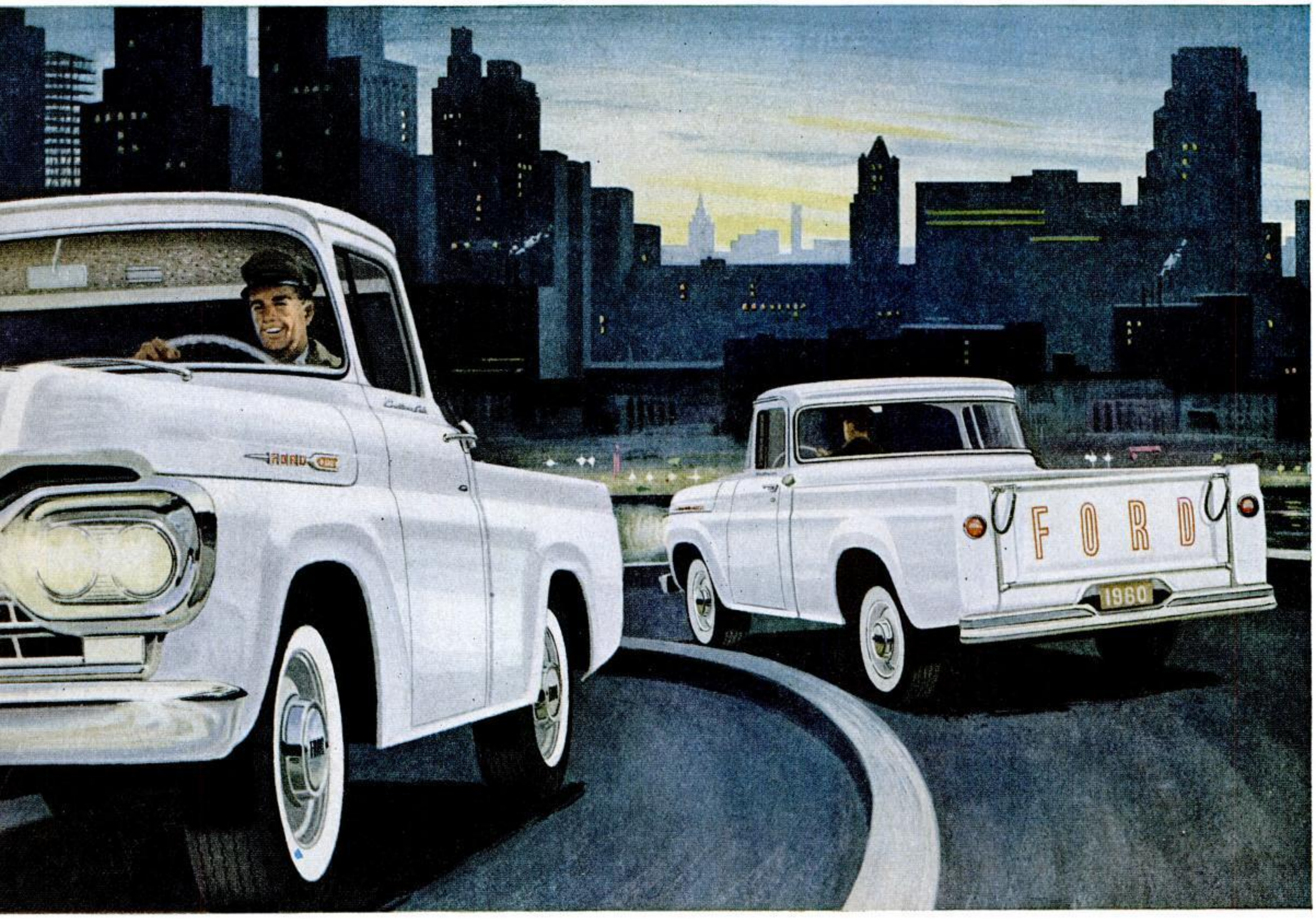
***NEW* 4-wheel drive power, too!** New ½- and ¾-tonners wade right through hub-deep snow, mud, sand!

*Based on latest available manufacturers' suggested retail delivered prices, including Federal excise tax, excluding dealer preparation and conditioning and destination charges.

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NEW Stronger F-100 Frame! Heavier, stronger—23% more rigid for greater durability. Standard, 110″ wheelbase.

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"PEPSI-COLA" AND "PEPSI" ARE TRADEMARKS OF PEPSI-COLA COMPANY. REG. U. S. PAT. OFF.

PEPSI-COLA

Be Sociable, Have a Pepsi

Refresh without filling

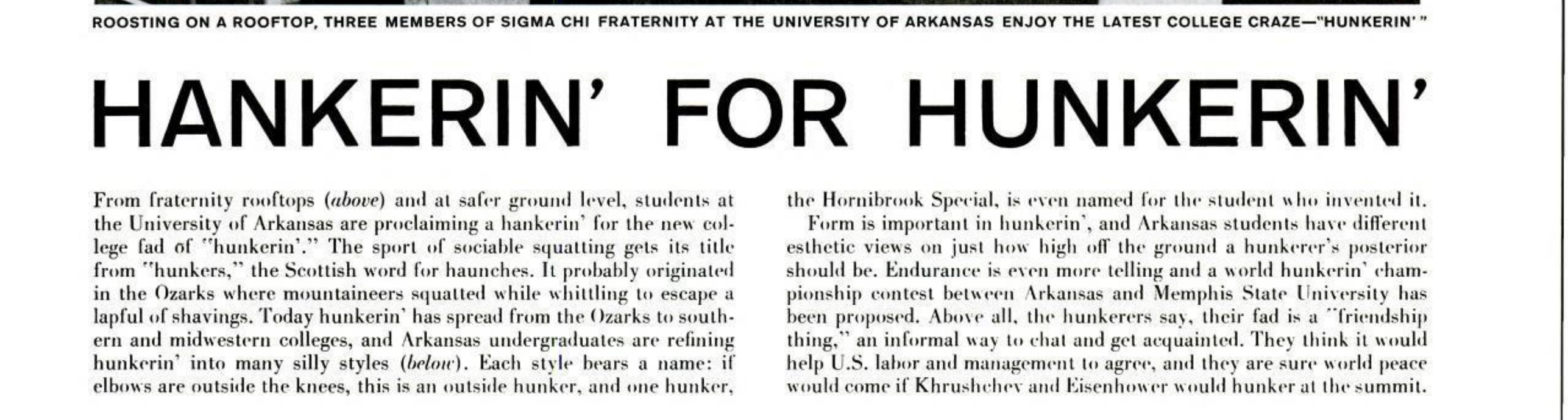
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ROOSTING ON A ROOFTOP, THREE MEMBERS OF SIGMA CHI FRATERNITY AT THE UNIVERSITY OF ARKANSAS ENJOY THE LATEST COLLEGE CRAZE—"HUNKERIN' "

HANKERIN' FOR HUNKERIN'

From fraternity rooftops (*above*) and at safer ground level, students at the University of Arkansas are proclaiming a hankerin' for the new college fad of "hunkerin'." The sport of sociable squatting gets its title from "hunkers," the Scottish word for haunches. It probably originated in the Ozarks where mountaineers squatted while whittling to escape a lapful of shavings. Today hunkerin' has spread from the Ozarks to southern and midwestern colleges, and Arkansas undergraduates are refining hunkerin' into many silly styles (*below*). Each style bears a name: if elbows are outside the knees, this is an outside hunker, and one hunker, the Hornibrook Special, is even named for the student who invented it.

Form is important in hunkerin', and Arkansas students have different esthetic views on just how high off the ground a hunkerer's posterior should be. Endurance is even more telling and a world hunkerin' championship contest between Arkansas and Memphis State University has been proposed. Above all, the hunkerers say, their fad is a "friendship thing," an informal way to chat and get acquainted. They think it would help U.S. labor and management to agree, and they are sure world peace would come if Khrushchev and Eisenhower would hunker at the summit.



THUNKER HUNKER | CONCENTRATION HUNKER | FRIENDSHIP HUNKER | OUTSIDE STUDY HUNKER | JOCKEY HUNKER | OUTSIDE HUNKER | HORNIBROOK SPECIAL HUNKER | RIGHT LEGGED HUNKER | MODIFIED JOCKEY HUNKER | LEFT LEGGED HUNKER | INSIDE HUNKER

CONTINUED 125

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...now that colds are going around!



Have your whole family gargle Listerine twice every day—it kills germs on contact, by millions!

Nothing travels faster than a cold in a nursery, as every mother knows. But there *is* something every member of the family can do to help keep germs from spreading.

Reach for Listerine, morning and night, every time you brush your teeth! Gargle it full-strength. Listerine Antiseptic kills germs by millions, on contact. And the more you reduce germs, the less the danger of infection.

And gargling with Listerine is safe. Germs never develop resistance to Listerine the way they do to so many other germ-killing agents such as antibiotics. Tests with more than 3,000 people over a 12-year period proved that those who gargled Listerine twice every day had fewer, shorter and milder colds than those who did not.

HOW LISTERINE ANTISEPTIC REDUCED COLDS

Results of 12-year test involving more than 3,000 people

Those who did NOT gargle Listerine twice daily had

89% more severe colds than those who did

85% longer colds, measured in days

73% more sore throats

51% more "ordinary" colds



Reach for Listerine®

...morning and night, every time you brush your teeth

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TELEPHONE STAND HUNKER carries Dick Collier through a chat. It is moot in hunkerin' etiquette whether party being called must hunker too.



PIANO TOP HUNKER helps Dick Lankford's musical mood but not his access to the keyboard as he taps out a tune in Sigma Chi fraternity house.



TABLETOP HUNKER as practiced by Dick Collier is said to help in studying. At parties it allows hunkerers to converse at eye-level with non-hunkerers.

CONTINUED

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STREET

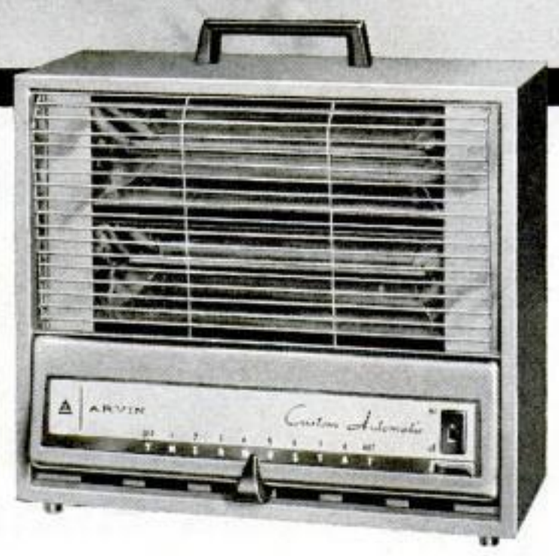
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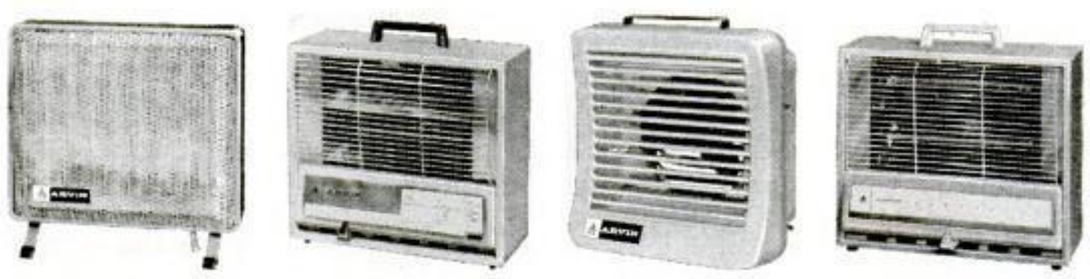
You feel gentle, caressing warmth rapidly fill the whole room as this handsome Arvin fan-forced heater gives new meaning to living comfort with healthful, radiant heat. Choose the warmth you want—1320 or 1650 watts—and relax. The thermostat works automatically. You simply set it and forget it! What's more, the safeguard safety switch cuts off the current if the heater is overturned. Model 5934. **$34.95**



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Name your heating need—this model's got it! Three wattages for low, normal or extra heat requirements. Automatic, of course. **$39.95**

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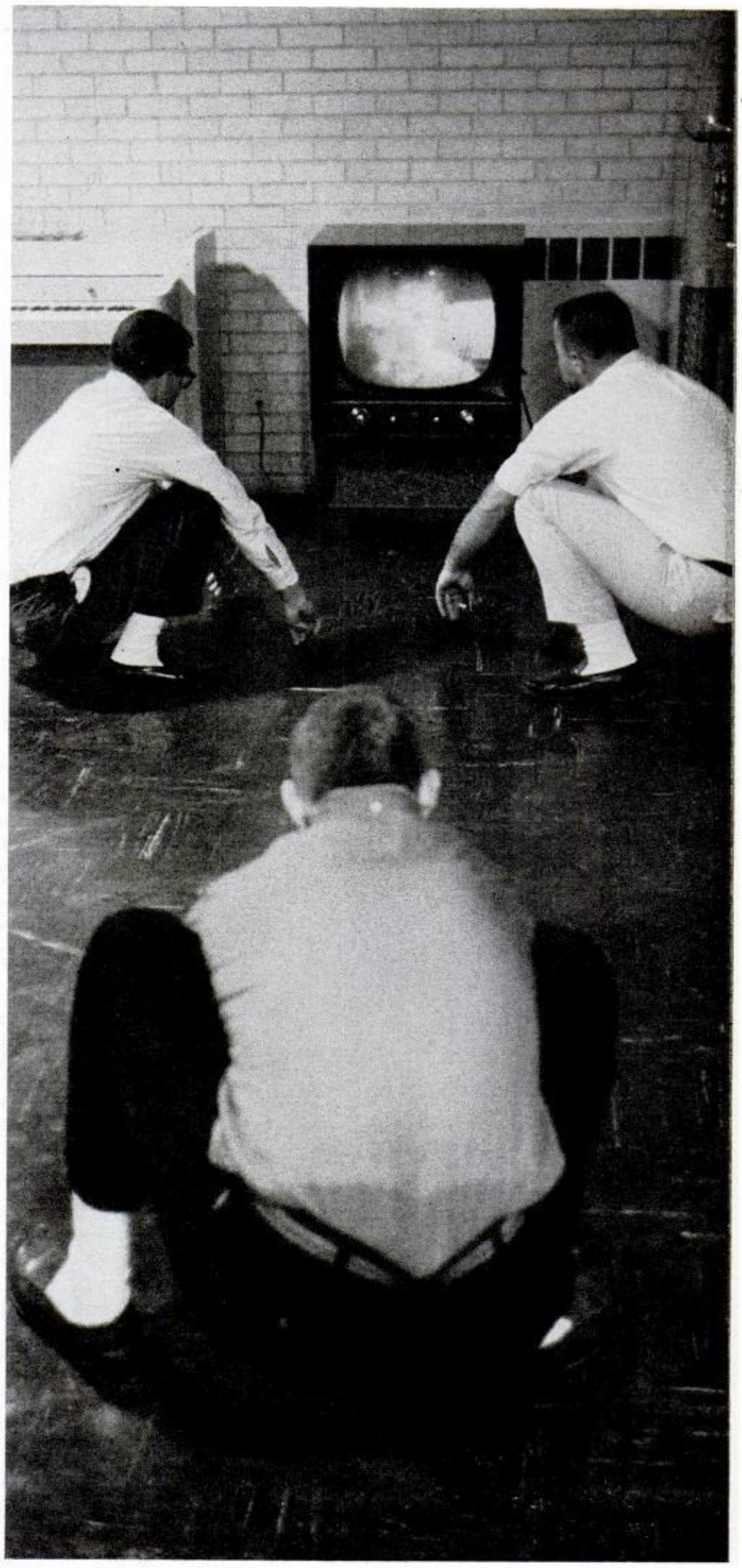
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BARNSTORMING TAKE-OFF FOR JET FIGHTER

One big worry for the U.S. Air Force is how to get its jet planes on overseas fields up in the air before they are destroyed by an enemy missile attack. Recently North American Aviation came up with a solution. It attached a 5,500-pound booster rocket to the underside of a supersonic F-100 jet fighter. In 1/10 second the 130,000-pound thrust developed by the rocket shot the 20-ton plane into the air right from the hangar before it had moved even a half inch forward along its special launch platform. Four seconds after take-off, when the empty booster casing fell away, the plane was flying on its own at 270 mph. During take-off the pilot was subjected to stresses of 3½ to 4 Gs, which are manageable.

After an actual mission, during which the F-100 could deliver a nuclear bomb in counterattack, the pilot would face the problem of getting back. He could either head for a landing strip if there were any not bombed out or, his mission accomplished, bail out over friendly territory.

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TYREX* VS. NYLON

What's behind the big battle about tire safety?

THE battle about tire safety — as well as tire riding comfort—stems from a competitive struggle between the older tire cord, nylon, and the new Tyrex viscose tire cord.

The people engaged in this battle, on both sides, are sincere businessmen with no more complicated a desire than to sell good products at fair prices. But there has tended to develop a somewhat active exchange of challenges, claims and counter-claims, which has become quite confusing to tire buyers.

The fact of the matter is that *both* nylon and Tyrex make good tire cord.

But based on a great deal of research and study, it is our conviction that Tyrex is superior to nylon—and the purpose of this article is simply to shed some light on the facts.



*TYREX is a collective trademark of TYREX INC. for viscose tire yarn and cord. The following producers are licensed to identify their viscose tire cord as meeting the standards of Tyrex Inc.: American Enka Corporation, American Viscose Corporation, Beaunit Mills, Inc., Courtaulds (Canada) Ltd. and Industrial Rayon Corporation.

WHAT IS NYLON?

Nylon is a man-made fiber derived from coal, air and water. It can be fashion forms, but the form used in tire ment. Nylon is a thermoplastic changes characteristics under hea mal temperatures nylon is tough Nylon was first used in clothing tire cord.

WHAT IS TYREX?

Tyrex viscose tire cord is a fiber p cellulose. Cellulose is the basic bui nature uses to give strength to tr plants. It has been described as t of all plant life.

Tyrex is *not* a thermoplastic, v specifically for use as a tire cord described as a major scientific bre this field.

HIGHWAY HEAT AND YOUR

Driving at any speed generates tires. The faster you drive, the built up. Since nylon is a the weakens under high temperatures the temperature high enough and

Tyrex viscose tire cord, on the not a thermoplastic and cannot p or melt. Some tests tend to sho actually gets stronger as highwa up, but this, in our opinion, has nitely established.

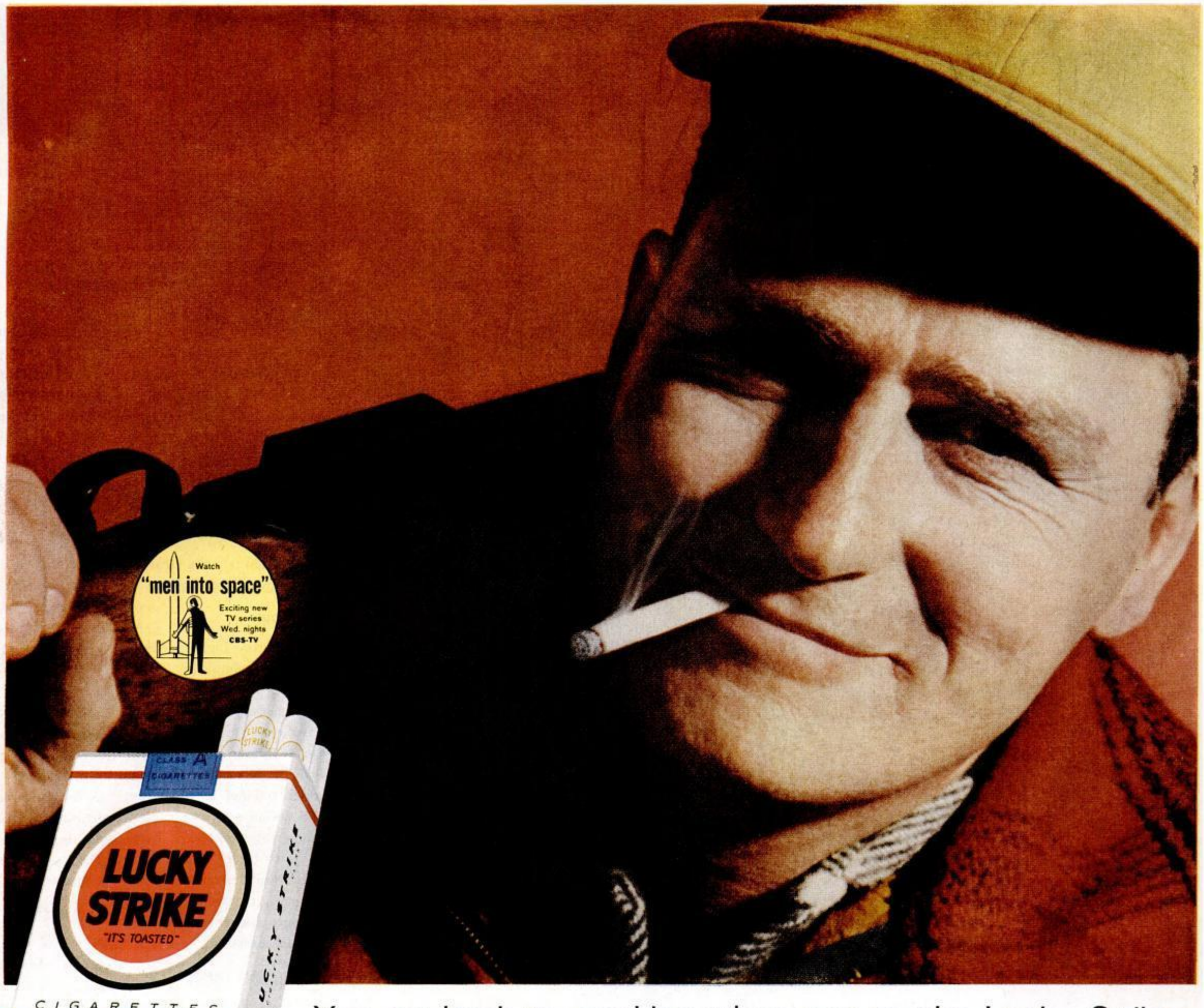
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COMPOSER RICHARD RODGERS BEAMS WITH GOGGLE-EYED DELIGHT WHEN MARY MARTIN TELLS HIM SHE LOVES HIS SONGS FOR "THE SOUND OF MUSIC"

SMASH-HIT REUNION

Mary Martin joins old friends for 'The Sound of Music'

Whenever veteran theater people join up to put on a show they generate a family atmosphere, full of affection, tension and fierce loyalties. But *The Sound of Music*, which had its gala Broadway opening this week, has formed not only a family but a family reunion. Mary Martin (*see cover*) had worked for three years with Rodgers and Hammerstein in their greatest hit, *South Pacific*. The team of Howard Lindsay and Russel Crouse, who wrote the book for the new show, were old friends of Rodgers and Hammerstein—Lindsay played in their TV musical, *Cinderella*. Co-producer Leland Hayward had been closely involved with every one of them in Broadway shows before. The result was like old home week, with everybody acting like kissing cousins.

The idea for the musical occurred first to the show's director, Vincent Donehue. He saw a German film about the famous Trapp family of singers and told Mary it could make a stage show for her. She asked Rodgers and Hammerstein what they thought of the idea. They thought so much of it that they decided to do the show themselves. After months of work (*next page*), *The Sound of Music* emerged as a warmhearted smash hit, created by a family of old friends and heaven-sent for the family trade.

Photographed for LIFE by TONI FRISSELL and PHILIPPE HALSMAN

CONTINUED 137

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'SOUND OF MUSIC' CONTINUED



VOCAL EXERCISE for Mary in preparing for show involved singing as she punched bag, held by her voice teacher, William Herman. He says this strengthens her diaphragm action and also helps condition her body to produce big tones.

TRYING DRESS, the one she wears dancing on page 111, Mary flourishes skirt → at Mainbocher salon. From left are shoe man Lewis Calisch, Choreographer Joe Layton, Richard Halliday, Mainbocher, Producer Hayward, Director Donehue.

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HEARING WHOLE SCORE for first time, members of company surround Composer Rodgers. From left, Choral Arranger Trude Rittman, Music Director Frederick Dvonch (*rear*), Mary's accompanist Colin Romanoff, Rodgers, Mary's husband Richard Halliday, Theodore Bikel, Mary, Oscar Hammerstein.

Workouts for the Show

Since all the big wheels behind *The Sound of Music* had lustrous reputations to maintain and huge investments to protect (its advance sale exceeded $2 million), they worked with a maximum of group cooperation. The family meeting was the accepted form of government.

Rodgers played his music over and over to the whole group, and once asked their advice about shortening the verse of a song which he felt sounded like "a damned finger exercise." Everybody came to a costume fitting for Mary, at which she sashayed around in a new dress with as much pleasure as a teen-ager showing off her first party gown. The family feeling was enhanced when seven children joined the cast (*pp. 144, 145*). They made a habit of rushing at Rodgers and hugging him from all sides until he said he felt like "a Rodgers sandwich." When Oscar Hammerstein left the family circle temporarily for an operation, they showered him with gifts at the hospital.

As Broadway shows go, *Sound of Music* had smooth sailing before the opening. But when first night came along, the jitters took over as they always do. Actor Theodore Bikel went around trying to make everybody feel calm by saying, "Remember, there are 500 million Chinese who don't give a damn how it goes."



CROUSE AND LINDSAY REWRITE BOOK IN BOSTON



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AS SHE MAKES UP FOR HER PERFORMANCE, MARY HAS A LAST-MINUTE TALK WITH DIRECTOR DONEHUE. ON HER TABLE ARE RELIGIOUS GIFTS FROM FRIENDS

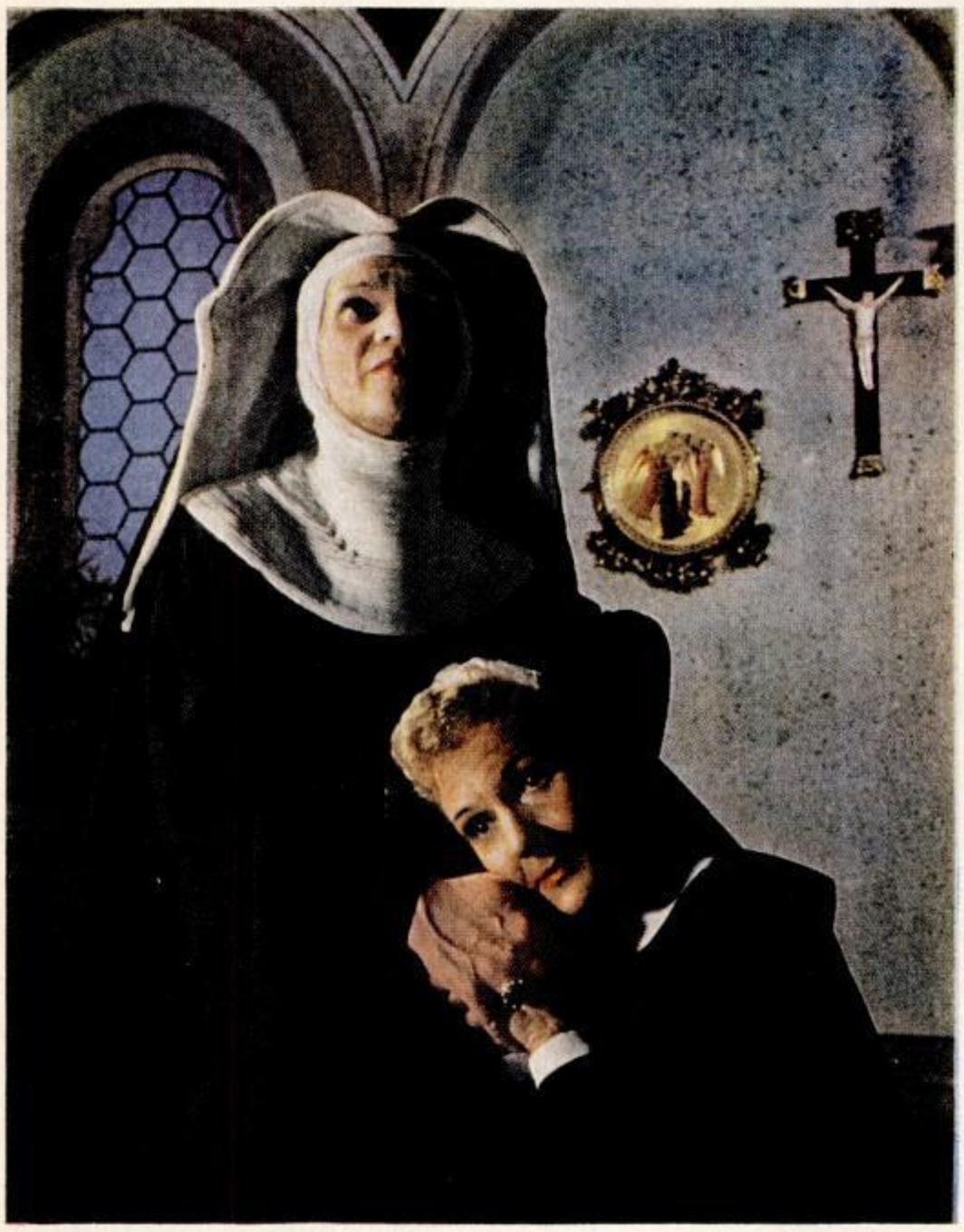
Tuneful Blend of Religion, Romance

As the curtain goes up *The Sound of Music* breaks a Broadway custom. There is no overture. A group of nuns are chanting off stage as others go about their duties. They start discussing a young postulant named Maria, who seems too exuberant for abbey life, and they break into a song that asks, "How do you solve a problem like Maria?" And they go on asking, "How do you hold a moonbeam in your hand?"

Maria, played by Mary Martin, is advised to spend a few months working for the family of Baron Von Trapp until she can really make up her mind about her future. By the time *The Sound of Music* is over, Maria is still something of a moonbeam but has her future well in hand.

The story is based on the true adventures of the Trapp family, who escaped from Austria in 1938 and became a celebrated troupe of singers in America. Rodgers and Hammerstein have written their most varied score, ranging from a catchy music-lesson song called *Do Re Mi* to a reverent chant in Gregorian style. Mary Martin suffuses everything with her charm and the whole show is like a Christmas pudding, full of delights and sweetmeats—though some may wish it had a bit more spice and brandy. But, as is fitting, its special glory is the sound of Rodgers music.

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CONFESSING HER LOVE for Baron Von Trapp, Maria (Mary Martin) is afraid to give up her convent life for good. But she is encouraged by mother abbess (Patricia Neway), who says, "The love of a man for a woman is holy too."



DANCING WITH THE BARON (Theodore Bikel). Maria is watched by a Viennese siren (Marion Marlowe) who hopes to bag the titled widower for herself. His children hope Maria, who is their governess, will marry their father.

COMFORTING THE CHILDREN, who are frightened out of bed by a thunderstorm. Maria welcomes the whole flock to her own bed. Besides giving them affection which their stern father withholds, Maria teaches the children to sing.



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IN HER WEDDING DRESS, on the day of her marriage to Baron Von Trapp, Maria receives the blessing of the mother abbess as she kneels to kiss her ring. Behind her are the nuns and two postulants who have helped make Maria's wedding dress and prepared her for the ceremony. Maria has won the baron's heart by her own honest charms and her devotion to his seven children, and by sharing his abhorrence of the Nazis who are threatening to invade Austria.

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IN A FAMILY GAME of blindman's buff, the young Von Trapps elude their pursuer (Kurt Kasznar), a close friend who later helps them escape from the Nazis. Scene takes place on terrace of Baron Von Trapp's home, one of the handsome sets designed for show by Oliver Smith. The children are William Snowden, Mary Susan Locke and Evanna Lien with guitar. In center is Lauri Peters, 16, who dances and sings with exceptional grace and looks like a future star.

CONTINUED

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The Kids Who Keep Things Buzzing Off Stage and On



"IT DON'T SPREAD ON ME," wails Evanna Lien, 8, in her stage dressing room as she tries to smooth on her rouge while Kathy Dunn, 12 (*right*), pats on her make-up easy as pie. Behind them are dresser and Evanna's mother (*right*).



TELEGRAM FROM DADDY brings stunned delight to Evanna in her dressing room just before the show's Boston tryout. It read ". . . best of luck for opening in Boston and all through your life." The lacy bouquet is from her aunt.

IN A SCENE FROM THE SHOW WHOLE TRAPP FAMILY LINE UP IN COLORFUL



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WATERMELON FEAST, drippy and delicious, is enjoyed after the show by Kathy and Mary Martin, who received a huge melon from hometown admirers in Weatherford, Texas. Giving pieces to all kids, she said, "You were good tonight."



SQUASHY HUG from Marilyn Rogers, 12, pleases Actor Bikel after he gives her bracelet at Boston opening. He bought gifts for all children including embroidered seat pads for understudies because they have to sit and wait so long.

COSTUMES DESIGNED BY LUCINDA BALLARD, AND SING "SO LONG, FAREWELL." THIS IS HOW THE REAL TRAPP FAMILY LOOKED IN THEIR FIRST CONCERTS



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A Bubbling Sound of Children

"What I like best in the show is running up and down stairs to our dressing room," says 8-year-old Evanna Lien, who plays one of the Von Trapp children and dresses on the fourth floor with three other little girls. "But I also like best putting on my make-up, because it's so adult, and jouncing on the bed with Miss Martin (*p. 141*)."

With so many nice things to do, the seven children in *The Sound of Music* keep themselves in a state of almost perpetual rapture. The show employs more young children in important acting roles than any Broadway production in years. All of them, with the exception of Lauri Peters who plays the oldest daughter, are between 8 and 13. And since they are on the stage nearly half the time, their high spirits rub off on the whole show. Their sure-fire charm and audience appeal are a whopping asset.

Stage children are often spoiled brats and obnoxious show-offs. As Director Donehue recalls it, "We interviewed more than 300 looking for the right ones. We couldn't have any clever stage kids. They had to emanate health and joy and, of course, they had to sing. But we cared most what kind of human beings they are."

With their natural gift for make-believe the children turned out to be very good at taking direction—almost too good. "In rehearsals," says Donehue, "after I'd explained the sad scene when they are feeling abandoned by their beloved governess who has returned to the convent, they burst into tears. They couldn't stop crying. We had to tone them down."

Inevitably the children get a lot of backstage attention. In Boston the stage manager took the two boys, William Snowden and Joseph Stewart, swimming and horseback riding. Every night he lets Evanna, the baby of the group, sit on a high stool in the wings and turn the pages of his prompt book while she waits for her cue. "But," says Donehue, "we don't handle them with kid gloves. We allow no sass, no talk-back and no sulking."

For extra diversion the children play jacks and cards. Kathy Dunn got squirted with water from William's trick ring, which she seemed to regard as both an insult and an honor. Most of the group have acted before. One girl was in a stage show with Frank Sinatra who introduced her as Miss Universe of 1970. She alludes to it occasionally for dressing room prestige.

School work, by state labor laws, cannot be neglected. Most of the children attend professional children's schools which schedule their classes to fit the young actors' working hours. Two youngsters go to parochial school and have to attend 8 o'clock Mass. They get nap time in the afternoon.

Although Rodgers and Hammerstein have given the kids four big song numbers, they are hungry for more. Every night when the curtain is down during the intermission they crowd on stage and while the orchestra is running through a medley of the hits from the show they sing along with it. The audience cannot hear them, which is too bad. The children know all the words to all the tunes and all the dialogue in the entire show, and they are happy to prove it to anybody.



TAKING THEIR NAPS after rugged rehearsals, Kathy and Evanna share a bed in hotel but go in for much more nose-rubbing and giggling than snoozing.

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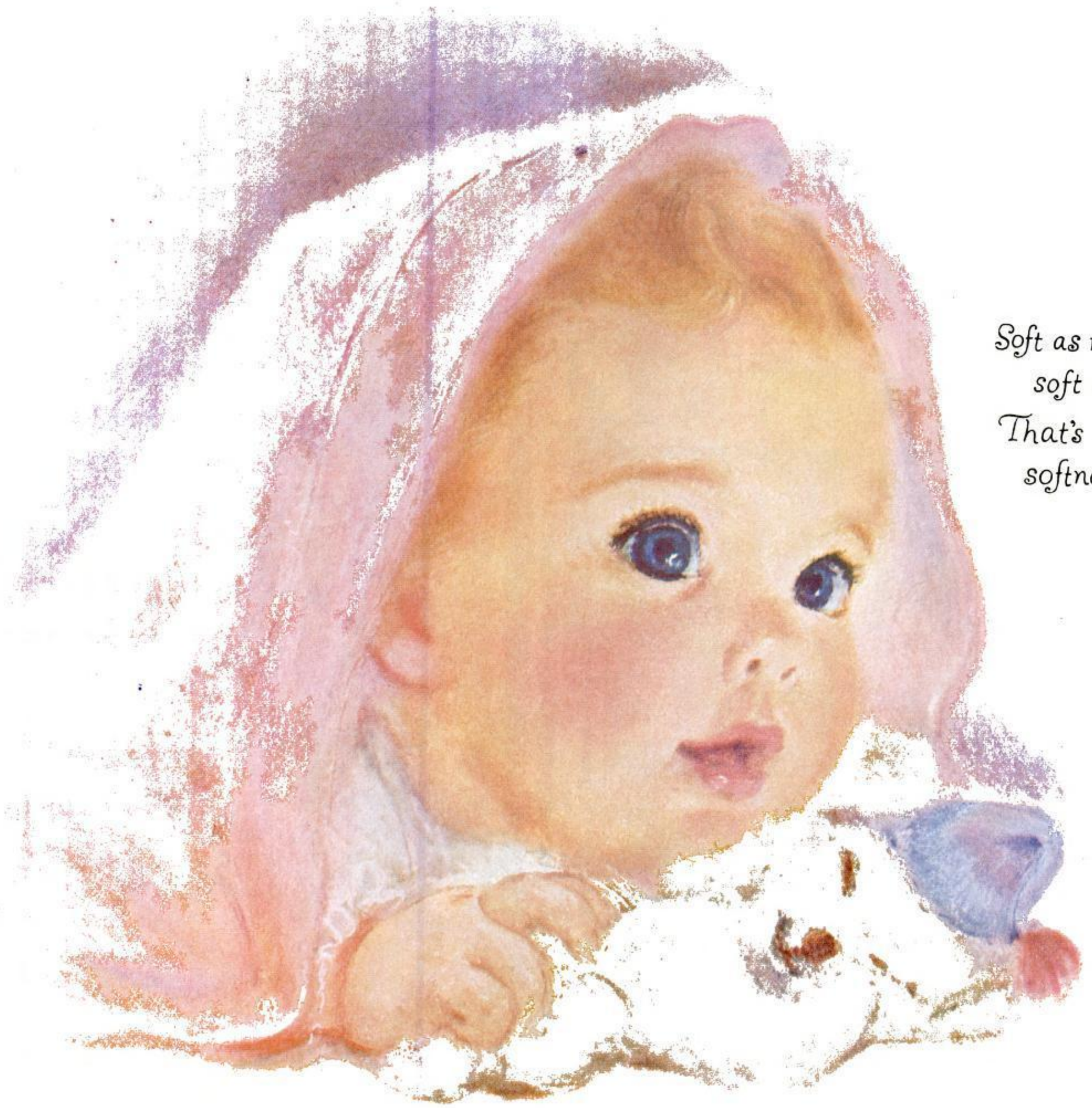
All with Body by Fisher

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Included in this family gathering are the new Corvair by Chevrolet on the left and the smart 1960 Chevrolet Impala Sport Sedan on the right.

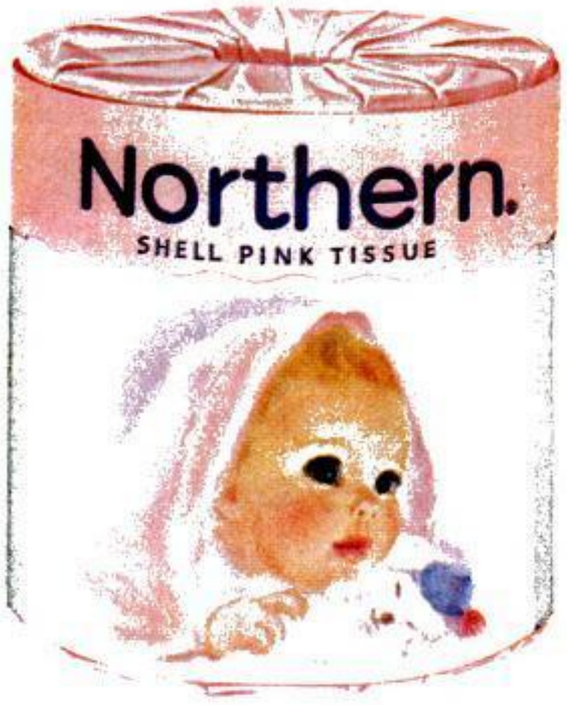
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VILLAGE HEROES are Leopoldo Pietro Saturno (*left*), shown here as young man in Reno and now remembered by only two of San Marco's elders; his sons Victor and Joseph (*center*) who still live in Reno; Banker Aurelio Gandini, the bringer of the good news who holds Bank of America 25-share stock certificate.

A $340,000 Miracle for San Marco

Clinging to the rocky Ligurian hills above Genoa is San Marco d'Urri, an Italian village so poor that generations of its sons have gone away to seek fortune. Leopoldo Pietro Saturno, an orphan brought up in the village, left in 1879 and he got as far as Reno, Nev. Starting as an immigrant farm hand, he built up a modest fortune in ranching and real estate.

At last San Marco nearly forgot him. But Leopoldo remembered his home villagers with affection, often telling his sons, Victor and Joseph, "how poor they were, how tough it was to make a living." Leopoldo died in 1919. His sons grew rich, having inherited his talent for investment as well as his memories. Finally, with Leopoldo 40 years dead, Victor **and Joseph decided to bring happiness to the village they had never seen.**

Last week, summoned by letters announcing "a matter of interest to you," San Marco assembled in its church. A well-dressed stranger was there—a banker from Milan. As the villagers filed by and signed their names or made their marks, the banker gave each of them—the oldest 90 and the youngest 18 months—a receipt entitling him to 25 shares of Bank of America stock. All but 18 of San Marco's qualified residents were there; the others, ill or out of town, would receive their gifts later. "It is a miracle," the villagers cried. Marvelling at a legacy of $340,000, they started a movement to rename the village San Marco Saturno.

REJOICING WITH SAN MARCO, VISITING BISHOP FRANCESCO MARCHESANI EMBRACES VILLAGE GIRL. LEOPOLDO, HE SAYS, "MUST INDEED BE IN HEAVEN"



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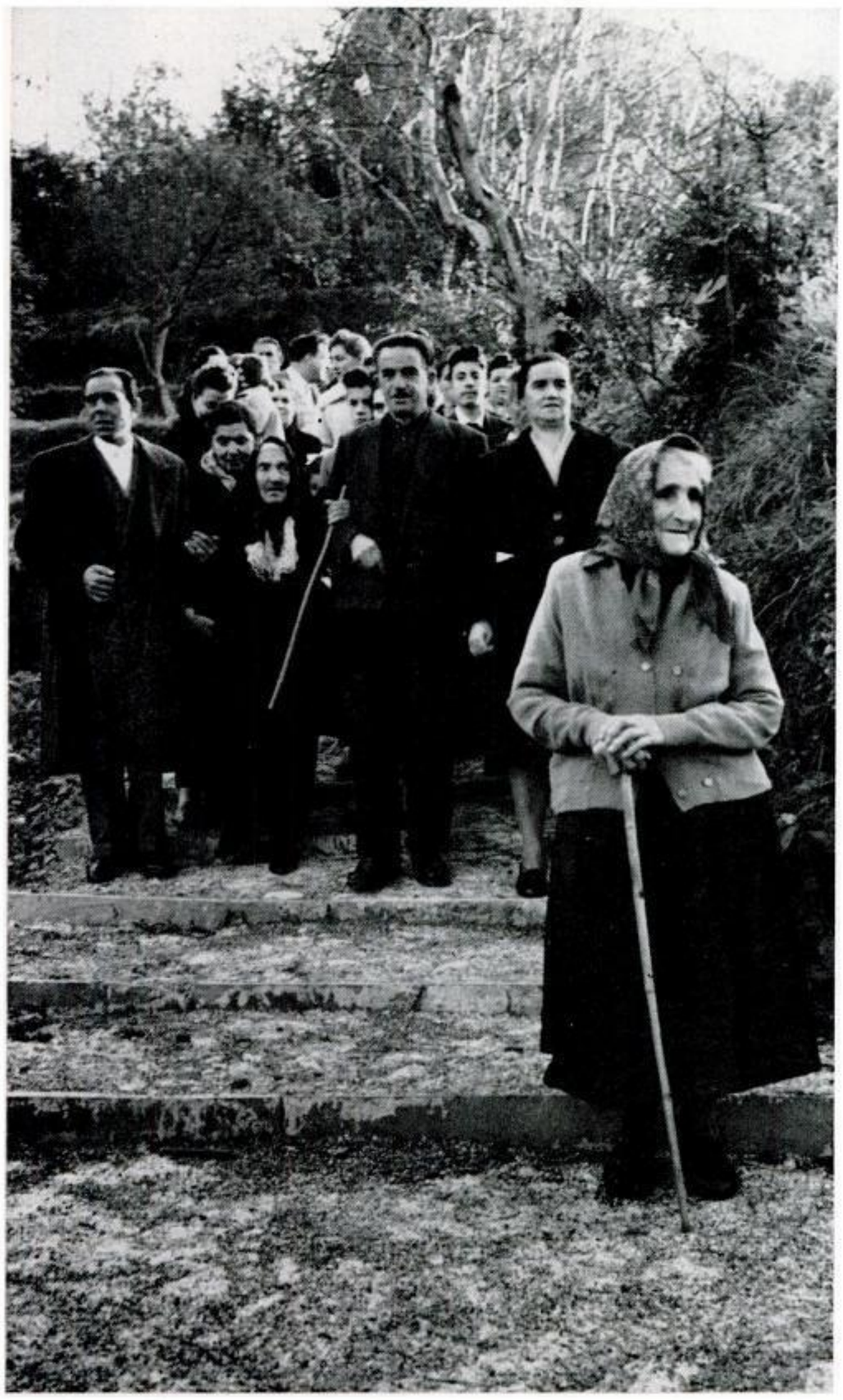
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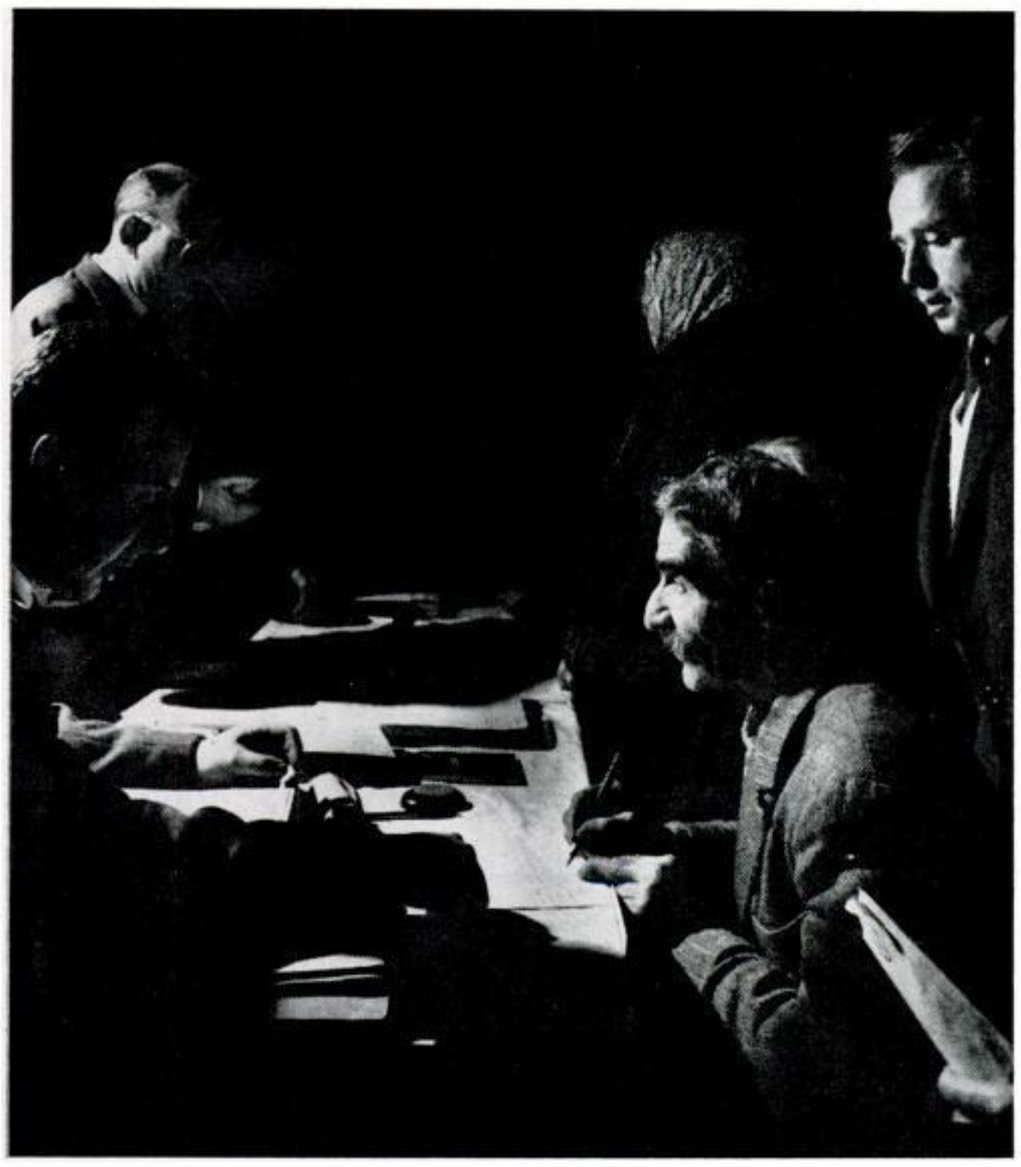
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$340,000 MIRACLE CONTINUED



ARRIVING FOR MEETING, villagers near church. In lead are two of the oldest, Susanna Ferretto, 88, and, supported by relatives, Perasta Columba, 87.



SIGNING FOR STOCK is Giuseppe Anacreonte, 70. One of two villagers who recall the elder Saturno, he worked for Leopoldo in Reno before 1919.

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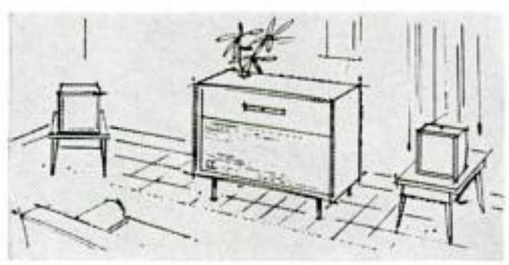


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TEARS OF THANKSGIVING are shed in the village church during ceremony of signing San Marco's scroll of gratitude to be sent to the Saturno brothers in Reno. "We have always sent our sons to America to get rich," a village elder observed. "Now even we who stayed at home are getting rich. It is about time."



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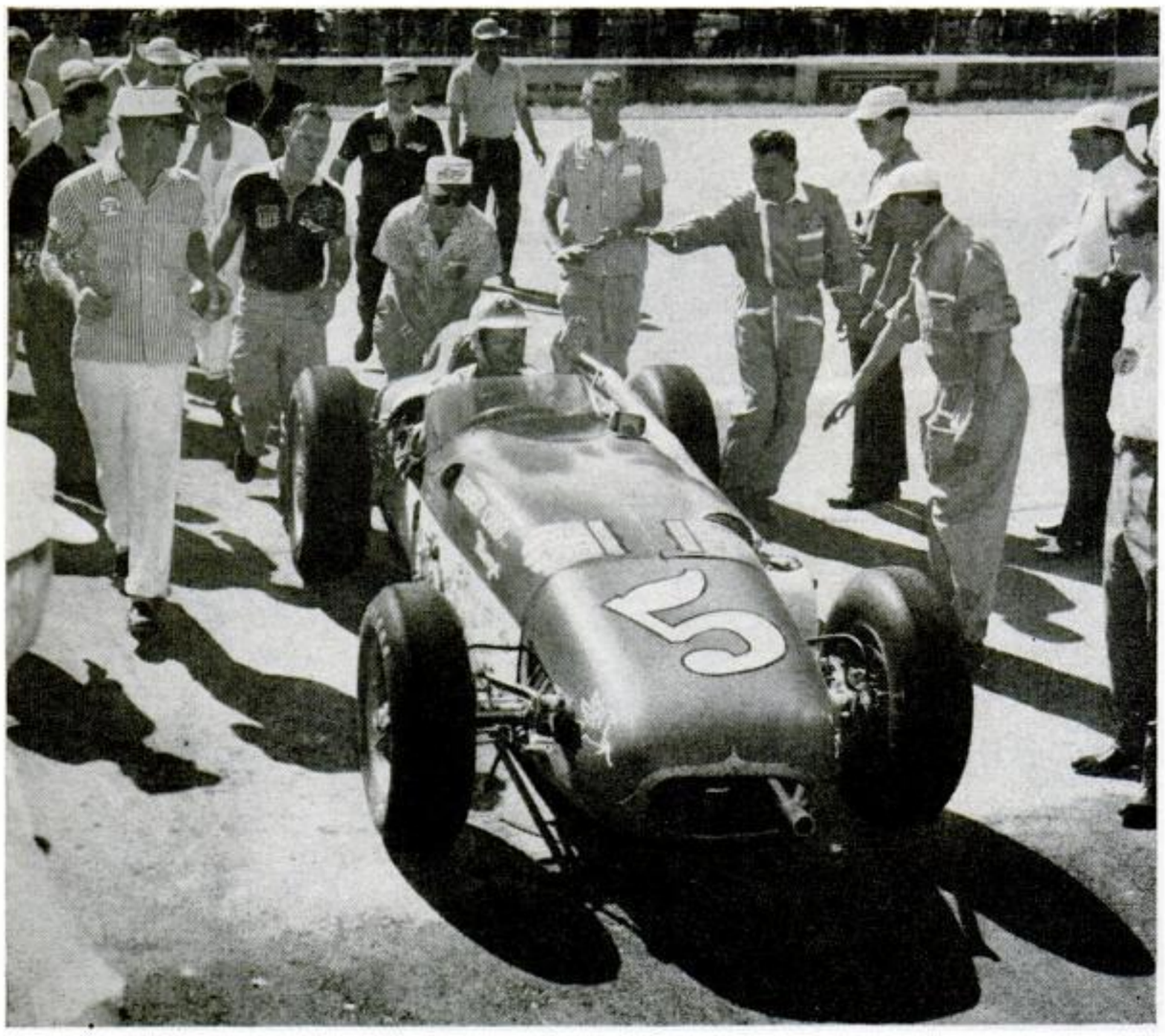
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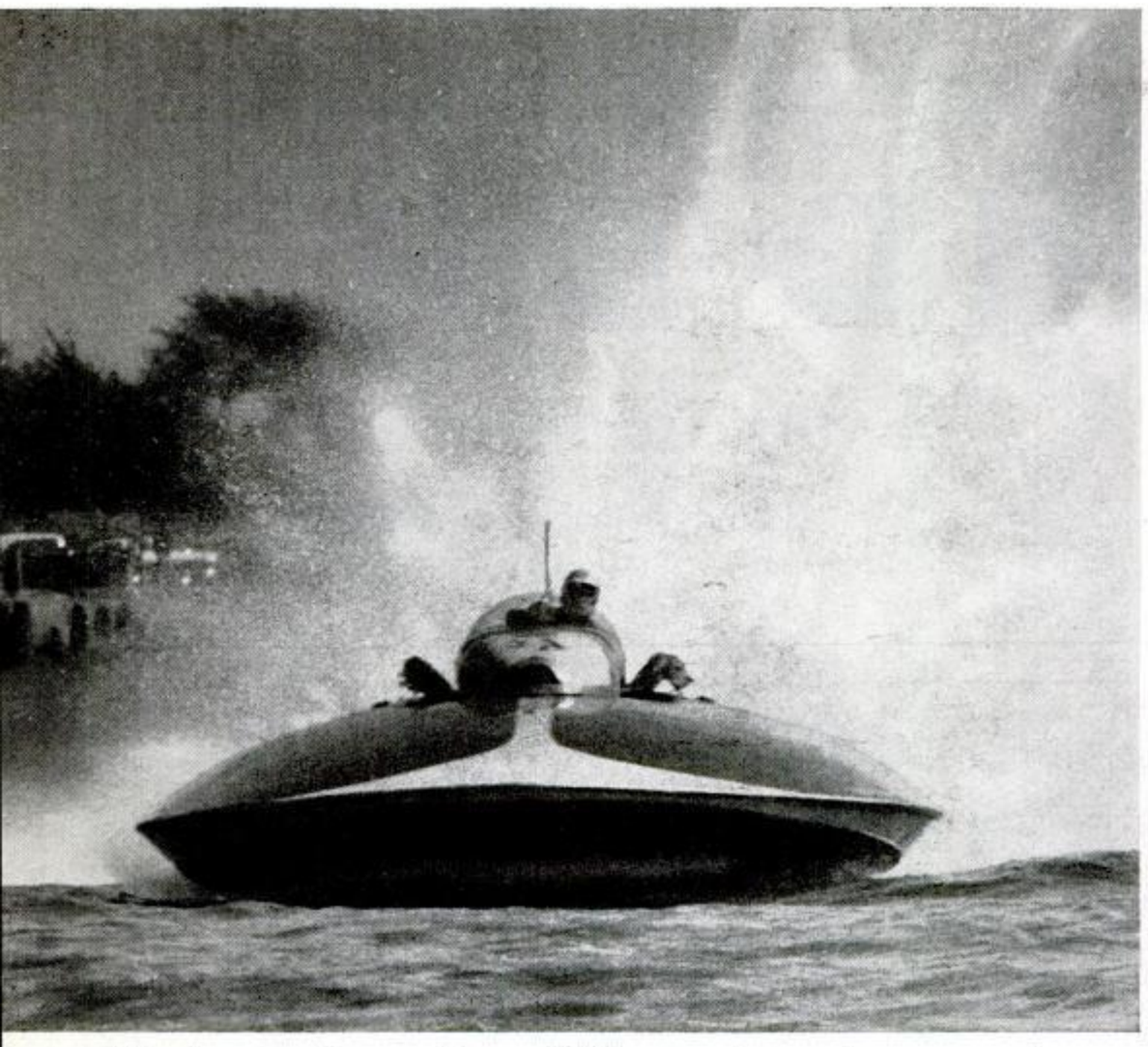
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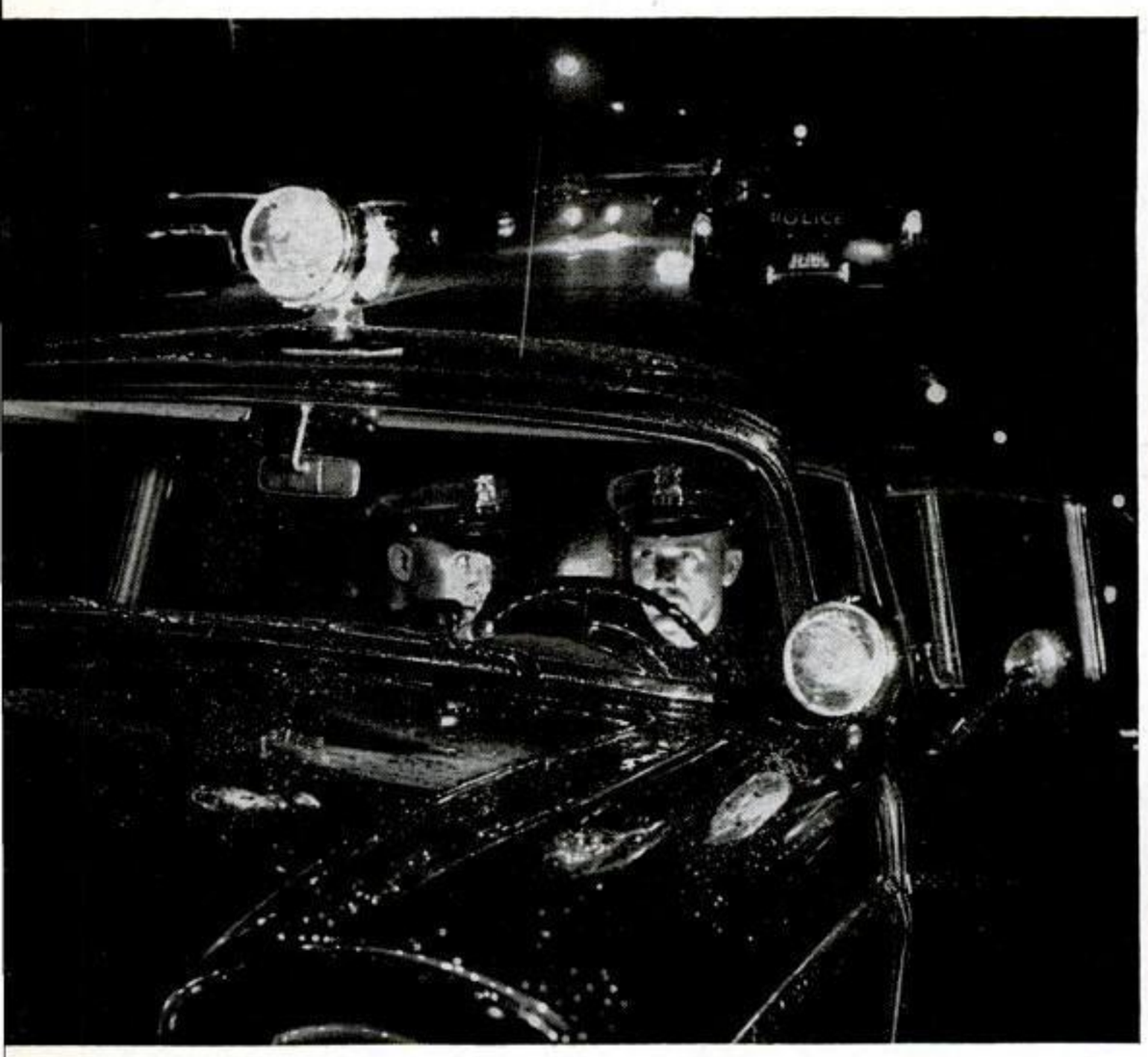
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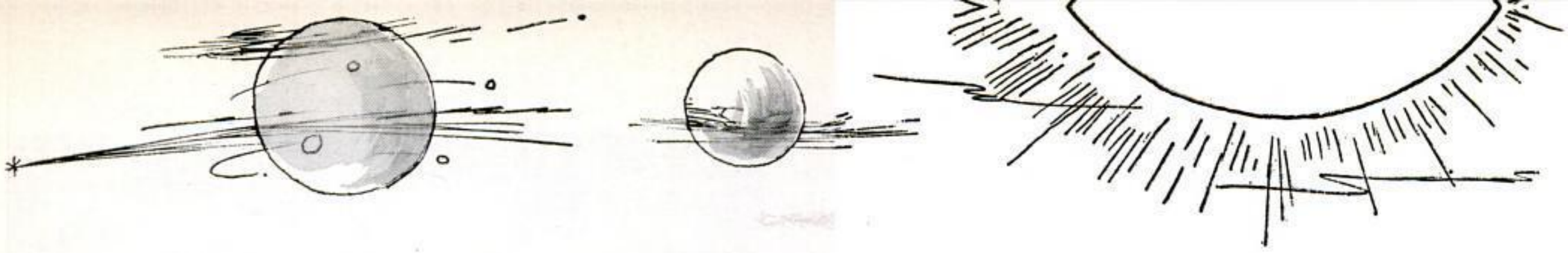


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WORLD BIRTH



CONTROL CHALLENGE

Science is near success in a search for way to curb runaway population

by **ROBERT COUGHLAN,** LIFE *Staff Writer*

THERE is a race going on in the world that few people seem to know about, although its outcome affects us all, our children and grandchildren, our country and the future of our way of life. It may, in fact, be the most important event of modern times. This race is between the accelerating growth of the world's population and the discovery of ways to limit that growth—between the "population explosion," as it has come to be called, and the scientific efforts to create the means for "population control."

Scientists, churchmen and public officials in several countries have tried to warn of the dangers of runaway population growth. Historian Arnold Toynbee, speaking a few weeks ago in Rome at a conference of the U.N.'s Food and Agricultural Organization, is the latest to add his voice to the rising chorus of anxiety. Yet somehow, in spite of such eminent testimony, the nature of the threat has so far not been widely understood. Likewise, although there has been a good deal of talk about "birth control pills" and new pharmaceutical preparations, the necessary facts have tended to be obscured on the one hand by prudery and prejudice and on the other by outright sensationalism.

This article will survey the whole field of scientific birth control research and report on the progress—some of it truly extraordinary—that is now being made. But before the possible solutions to the problem are examined, it is necessary to have a good understanding of the cause: of the race itself, of the stakes and of how it began.

> *Man that is born of woman is of few days, and full of trouble. He cometh forth like a flower, and is cut down; he fleeth also like a shadow, and continueth not.*

Job's poignant cry has come down the ages, testimony to Man's natural fragility—"A flower . . . a shadow." For thousands of years it was the lucky child who survived. As late as a hundred years ago parents everywhere could expect to lose almost half their children before maturity. The biblical span of life, "three score and ten," actually was less than half that, and old people were venerated partly because they were so rare. Slowly Man's numbers grew, profiting from each major advance in knowledge—the development of agriculture, commerce, power, machines—until finally, toward the middle of the last century, there were a billion people on earth.

Then scientific medicine began producing its miracles. Pasteur, Jenner and the other great 19th Century medical pioneers launched the conquest of infectious diseases. Infant mortality started down, longevity started up. Whereas it had taken the first 5,000 years of civilization to raise Man's numbers to a billion, it took less than 100 years to double this to two billion, the mark reached in the 1920s. To double this once again to the four billions expected by 1980 will have taken less than 60 years. And if the present rate of increase (1.6% a year) is maintained, the figure will begin doubling every 40 years, billions piling on billions in an explosive chain reaction of human fertility.

Dr. Harrison Brown, a geochemist at the California Institute of Technology, has taken a fanciful look far ahead and produced a humorously macabre picture of how things might be:

"At this rate, in 730 years human beings will cover the land areas of the earth and will be so tightly packed that each of us will be able to own, on the average, estates which will be one square foot in area. Let us assume that by this time, however, science has come to our rescue and

CONTINUED

CROWDED GLOBE OF FUTURE is shown in artist's interpretation of how the earth will look someday if birth rates continue as high as they are today. All available land space will have been completely taken up and people will be forced to live by sitting or standing on top of each other.

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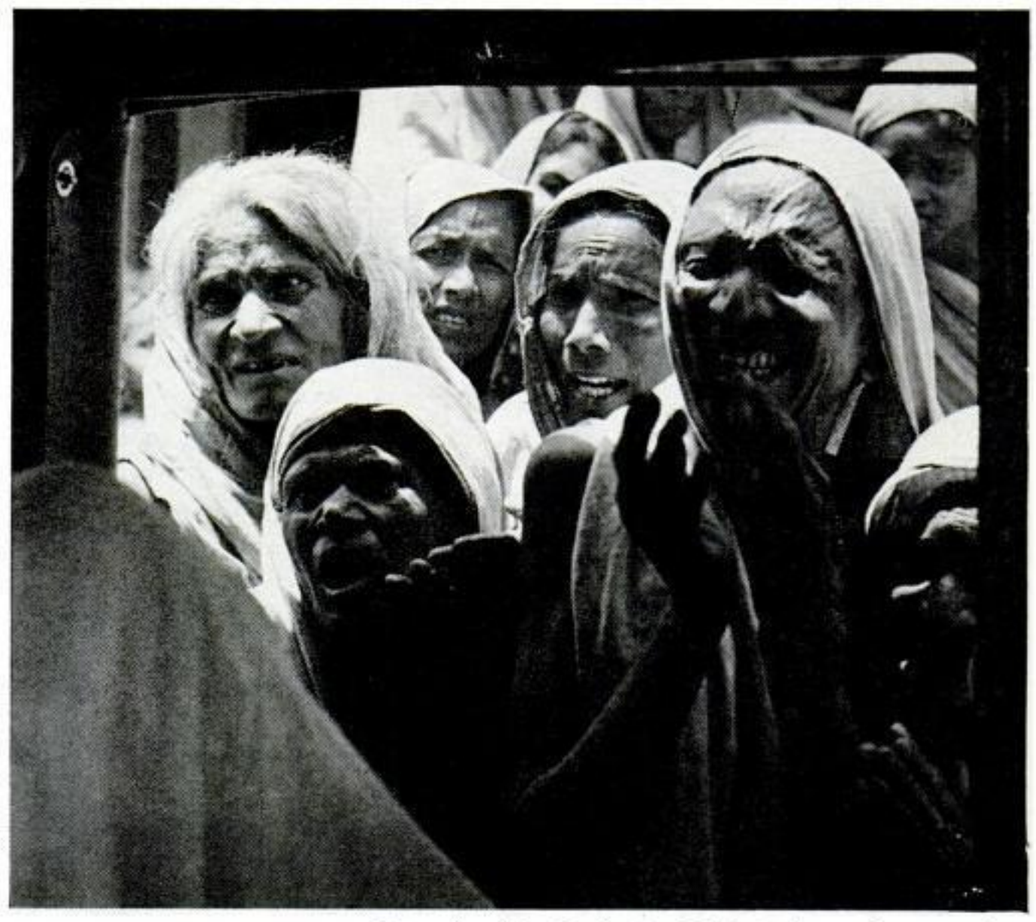

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FAMINE SUFFERERS seeking food in India in 1951 indicate hunger that could become increasingly common in future if population grows unchecked.

BIRTH CONTROL CONTINUED

has taught us how to grow food on the tops of our heads. . . . The growth will continue and in less than another century human beings will have covered the waters of the oceans . . . 1,700 years from now humanity will have achieved the satisfying goal of weighing as much as the earth itself. . . ."

Obviously, a long time before people start growing food on their heads something will have happened to stop this grotesque fecundity. In any case, we may be excused from worrying about the problems of people 730 years from now. We have plenty to worry about in the much nearer future, even in the next few decades. From the viewpoint of Western society, the question for our time is not whether there will be S.R.O. signs at the North and South Poles but whether Western civilization and democratic government are likely to survive except in a few favored places in the world. Some basic facts of life and death will show why this is so.

The sharpest impact of modern medicine, contrary to common supposition, has not been in the technically advanced countries. Among them medical progress has been a continuous process extending over half a dozen generations and bringing a steady lowering of the death rates. There were times of strain—famines in Russia, Germany, Ireland—but in most such places the economic systems were well enough developed to keep pace. In time, especially after the 1880s, when technical discoveries made possible improved devices for family limitation, birth rates began to fall also, bringing a period of balance or slow increases. Because of the latest medical advances, prosperity and a revival of interest in family life, populations in some of these places are now again rising fast. The U.S., for example, with a 1.6% annual increase, will double itself to 350 millions in the next 40 years. But the rates in these countries are still more or less proportionate to the means. No doubt there will be stresses and strains and shortages. Some, such as the school shortage in the U.S., already are painfully apparent. But on the whole the economies of the advanced nations probably can be expanded to keep living standards up and even to improve them, at least for several generations.

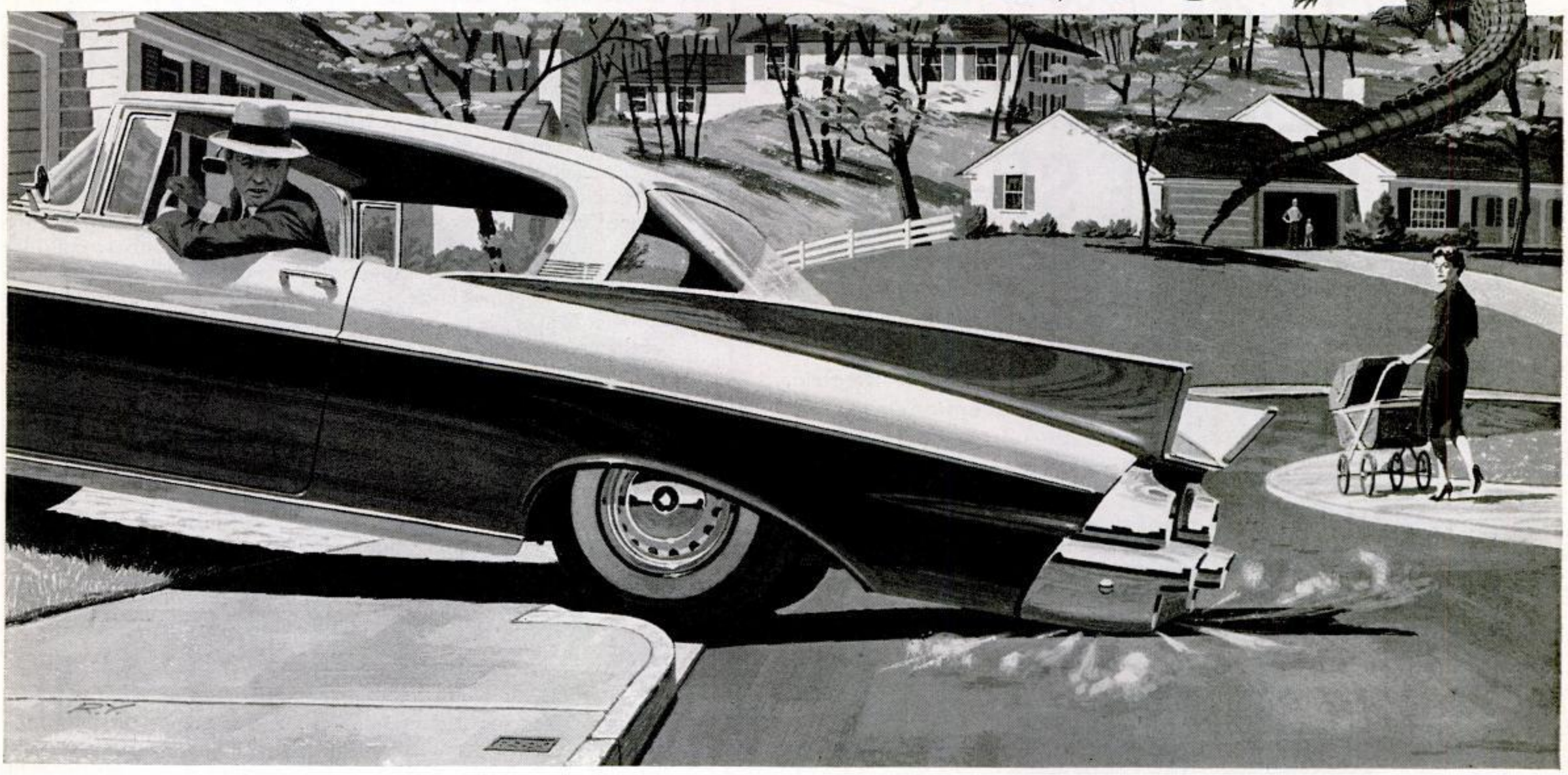
In contrast, the dramatic new life-savers—the vaccines, chemicals, antibiotics and insecticides—have been arriving abruptly in large parts of the world that have traditionally been characterized by high death rates and birth rates and primitive economic developments. A good example is the big island nation of Ceylon, at the tip of India. From ancient times malaria had been the great killer there. After World War II the Ceylonese government determined to knock it out by a rigorous national health campaign. The death rate thereupon fell in only a few years by more than half—but the birth rate stayed as high as ever. The result is that Ceylon now has an annual population increase approaching 3%, one of the world's highest.

What has happened in Ceylon is about to happen to India, where a strong national health program is being launched and the high death rate is starting to drop. Since India had a huge population base (about 350 millions) before she even began this campaign, the effects are going to be magnified correspondingly. If the present birth rate

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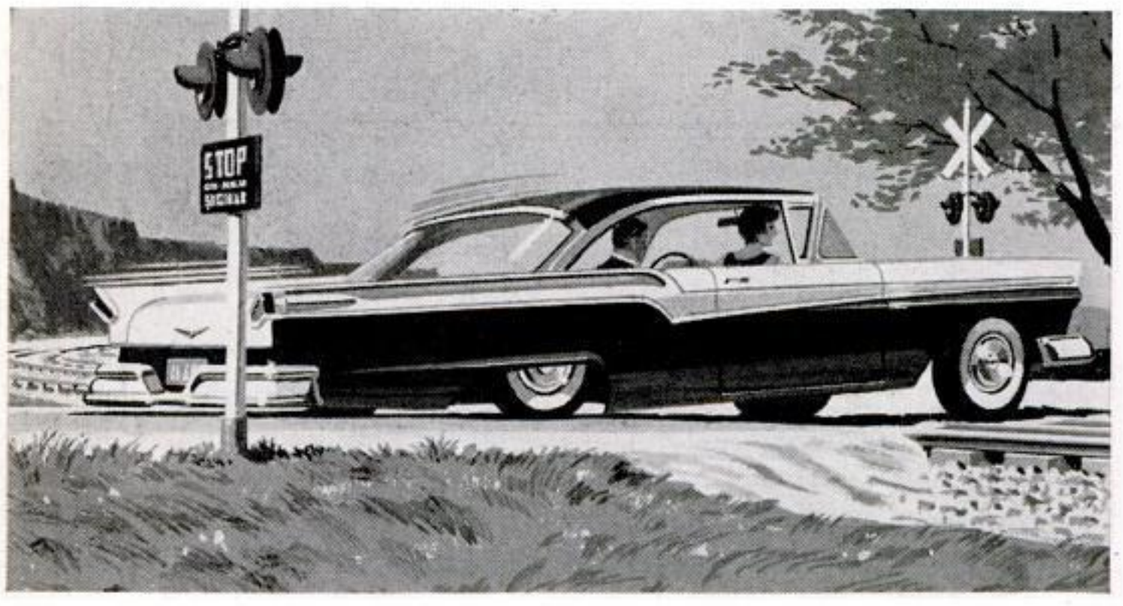
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continues, there will be some 775 million Indians 25 years from now and by the end of the century at least a billion!

Almost everywhere one looks in the East the same fantastic eruption is occurring: Taiwan, the Philippines, Malaya, Siam, Pakistan. In Indonesia the island of Java seems headed for a condition not so far short of Professor Brown's nightmare: already there are 1,000 people to the square mile and still the increase goes on at a rate that will soon double the density. As for mainland China, it is increasing at the rate of more than a million a month. Forty years from now there will be a billion and a half Chinese! Looking elsewhere, one finds other eruptive centers in Latin America and Africa.

Taking all the underdeveloped countries of the world together, the U.N. finds them increasing at more than *double* the rate of the advanced nations. Forty years from now the world will be 70% Afro-Asian. Adding in some of the Latin American countries, one finds that about three fourths of the world's population will be living in today's least developed areas.

What kind of life can these new billions have? The living standards of the present generation are miserably low, and there is heavy pressure on native political leaders to try to raise them. But it takes time to create the means of production, especially in retarded countries and more especially by democratic methods. Under such circumstances it would be an amazing achievement to increase production 3% a year; yet in many places even that would only suffice to maintain the present standards of living. What is almost certain to happen instead, unless the birth rate falls, is a lowering of standards until human misery finally puts a brake on breeding—probably not, however, until democracy has been chucked overboard in favor of some form of dictatorship. The likely choice is Communism. It is instructive, if painful, to examine the fruits of our foreign aid programs in this light. Except in a few of the old Marshall Plan countries, the recipients of our aid have made insignificant gains or even suffered losses in living standards over the past decade.

There is no shortage of solutions, but unfortunately they suffer from the same sort of flaw as did Gandhi's proposal that married couples practice permanent continence: a shortage of realism. It has been suggested that Australia, which has vast unsettled spaces, be used as a catch basin for Asia's surplus. But Australia already has 10 million people, a very high rate of increase, and a land that is largely barren. And even if it could support 50 millions, the highest estimate, and even if the government were to reverse its present "all-white" immigration policy and set out to make Australia predominantly Asian, this would take care of less than two years of the Asian increase. Much the same could be said for Africa's vast spaces: a great deal of the land is worthless, or nearly so; the impact of scientific medicine will soon cause the usual population explosion, and the Africans, with their new nationalist awakening, would be violently opposed to massive immigration to their continent by other races.

Another proposal often heard is that the richer nations, meaning primarily the U.S., should undertake an expanded program of technical and economic assistance for the underdeveloped nations. But this would require a big tax increase and would have about as much chance in Congress as a snowball in Delhi. It also has been said that there really is no need to worry about a food shortage, because the sea contains an endless supply of nutrients which could be harvested and converted into edible forms for humans. But such installations would be fearfully expensive, and populations would have to be very hungry indeed to switch to a diet of plankton and algae.

An inescapable necessity

JULIAN HUXLEY, who while head of UNESCO had reason to study the situation deeply, has summarized it: "Everything points to one conclusion. While every effort must be made to increase food production, to facilitate distribution, to conserve all conservable resources and to shame the 'have' nations into a fairer sharing of the good things of the world with the 'have nots,' this alone cannot prevent disaster. Birth control is also necessary, on a world scale and as soon as possible."

If this is so, two issues present themselves. The first is whether an effective and practicable method is likely to be widely available in time to do much good. The second is whether religious and social customs would allow peoples and governments to accept it. We will examine the second question first, for essentially it is the more important: nothing will be gained by creating something people will not use.

Social and religious attitudes toward population control—a better term than "birth control" in the present context—vary tremendously, of course, but a few rough generalizations are possible. In the crisis areas primitive agriculture still is the main way of life, and hence children are welcomed for the useful work they can do at an early

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GIVING OUT INFORMATION on birth control techniques, an Indian woman doctor talks to mothers at a family planning center in New Delhi.

BIRTH CONTROL CONTINUED

age. Family relationships are often clanlike or tribal; new additions tend to be welcomed as strengthening the clan. There is a high premium on boys because they grow to be men who carry on the father's name and work and protect the young and old. Obviously such factors will tend to keep birth rates high.

This is not to say, however, that these attitudes are unchangeable. Similar statements could have been made about American frontier life a century ago, but today they would apply only to a few backwoods places. As for religious factors, probably the most powerful one is a traditional resignation among the masses "to God's will." Yet, while all the religions mainly involved—Buddhism, Hinduism, primitive Animism, Islam and Roman Catholicism—contain elements that tend to encourage procreation, none maintains that it ought to be unlimited. Protestantism, which has influence in the potentially explosive areas of sub-Saharan Africa, is now widely and forthrightly in favor of population control.

Catholic doctrine needs some explanation here, for it tends to be misunderstood even by a good many Catholics. According to the Code of Canon Law, "The primary end of marriage is the procreation and education of children, its secondary end is mutual aid and the allaying of concupiscence." But while Catholics are supposed, within the limits of reason, to obey the biblical injunction to "be fruitful and multiply," wide flexibility is allowed. As the late Pope Pius XII said in 1951, "Serious reasons, such as those found in the medical, eugenic, economic and social 'indications,' can exempt for a long time, perhaps even for the whole duration of the marriage, from this positive duty." The choice of adjectives here—"medical, eugenic, economic and social"—obviously offers considerable latitude even to the most devout Catholics.

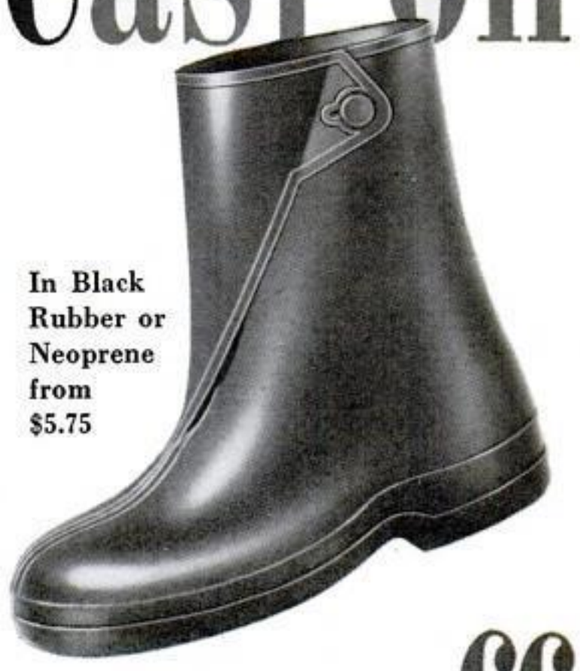
The Catholic 'rhythm' method

THE approved Catholic method of family limitation is the use of woman's natural "rhythm," limiting marital relations to those days when she is presumed to be infertile. As Pope Pius said further: "We affirm the legitimacy and, at the same time, the limits—in truth very wide—of a regulation of offspring which, unlike so-called 'birth control,' is compatible with the law of God. One may even hope that science will succeed in providing this licit [rhythm] method with a sufficiently secure basis." As this statement implies, the rhythm method so far lacks reliability. But it is essential to note that the Catholic Church, contrary to widespread misunderstanding, "affirms the legitimacy" of family planning. What it objects to is the use of anything except periodic continence to achieve this. The Catholic disagreement with other religions concerns *method*, not *principle*. It should be noted also that birth rates are already moderate or even rather low in the Catholic countries of Europe. In the immediate population crisis, Catholic doctrine is of concern in only one area, northern Latin America, and one Far Eastern nation, the Philippines.

In the other areas birth control movements are in various stages of development, as usual beginning in the cities and among the upper classes. In a good many places there is still no official recognition that a problem exists, but generally, governments are becoming aware of it. In a few nations attempts to meet it have already begun. In Japan, in fact, the problem has been solved, but the main method used —inexpensive legal abortions, on a scale of well over a million a year —would be abhorrent to most societies. Mainland China, after embarking on a huge nationwide birth control campaign, abruptly halted

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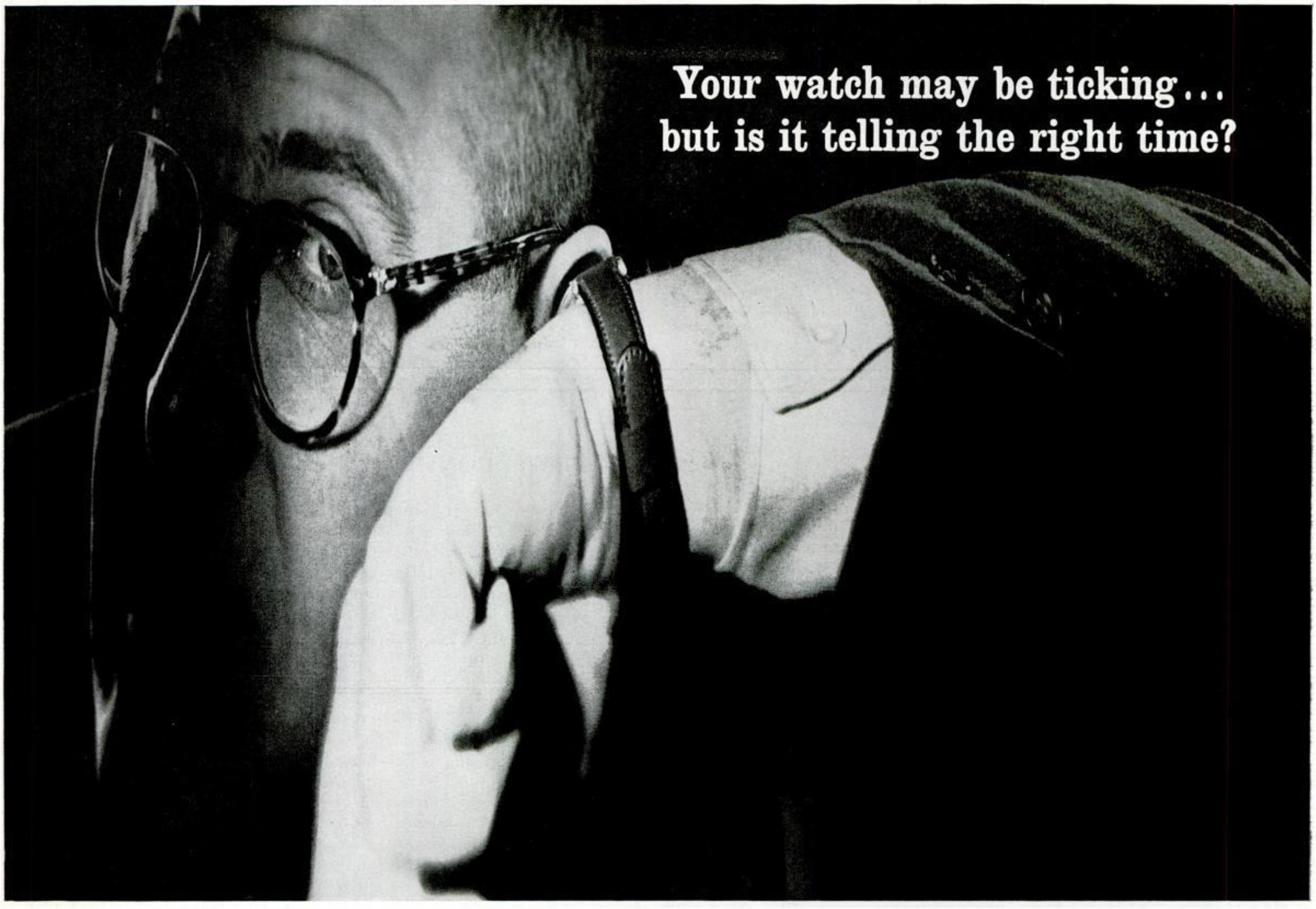
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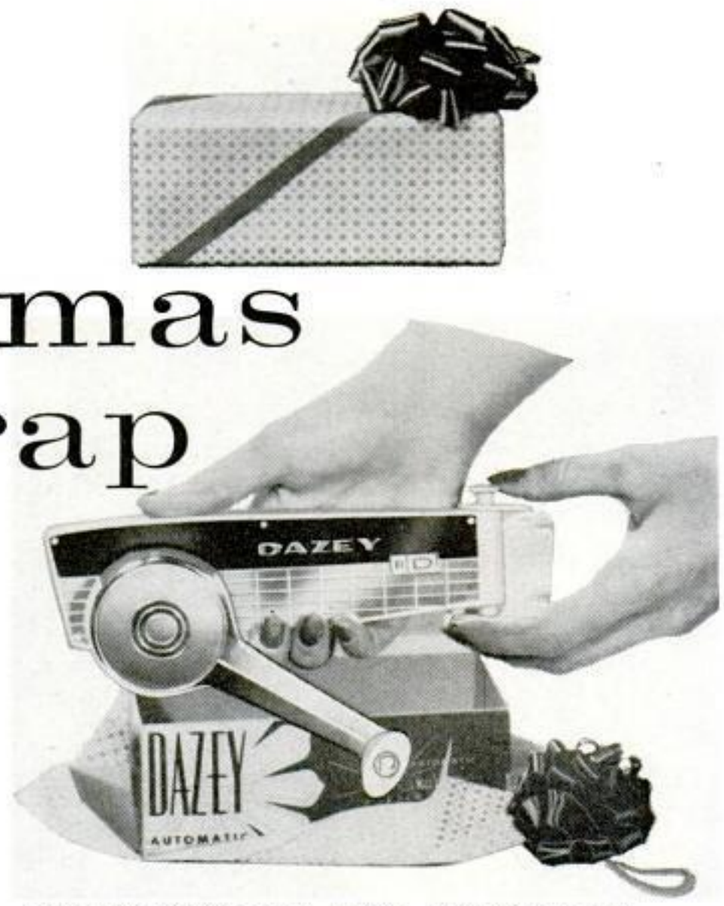
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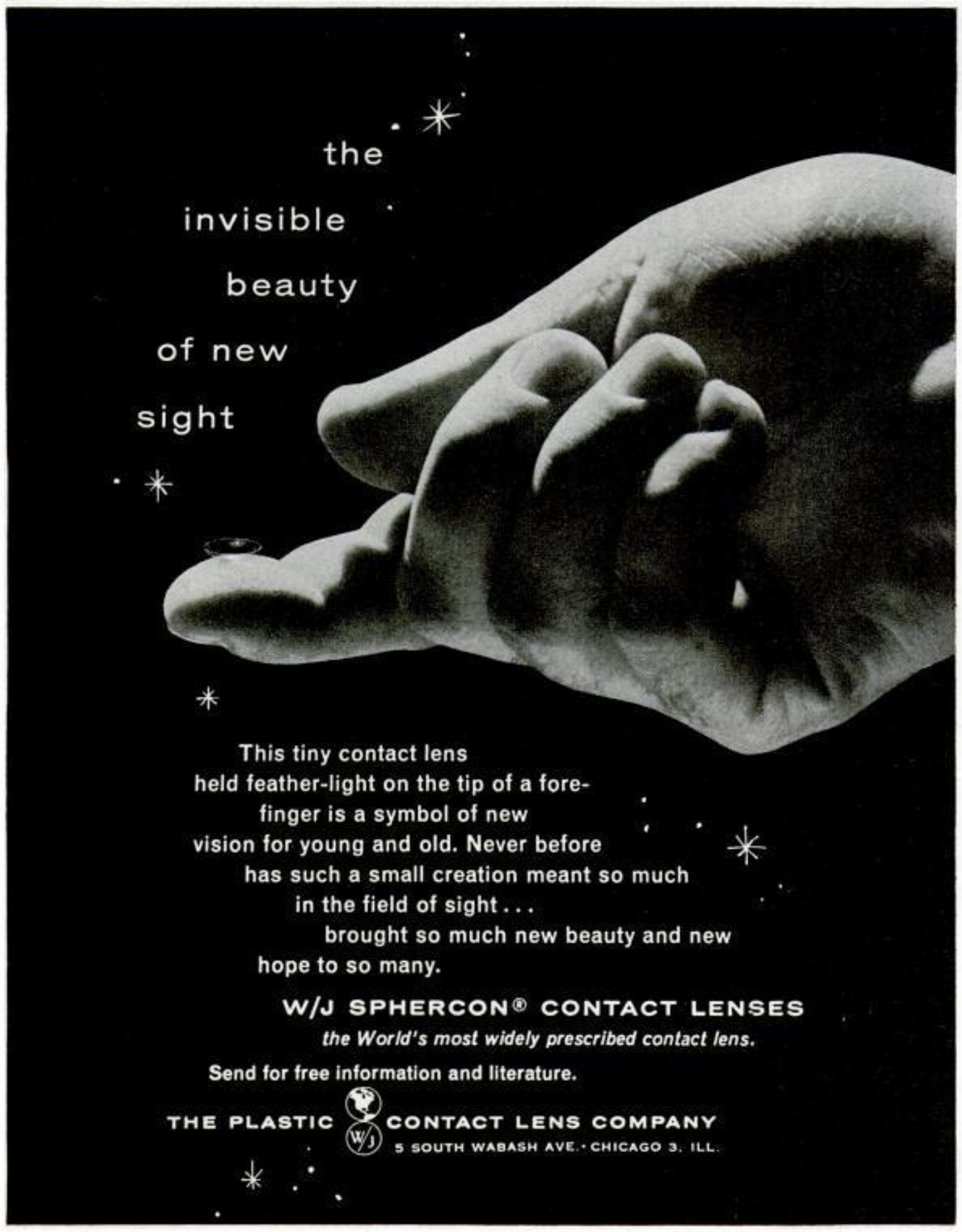
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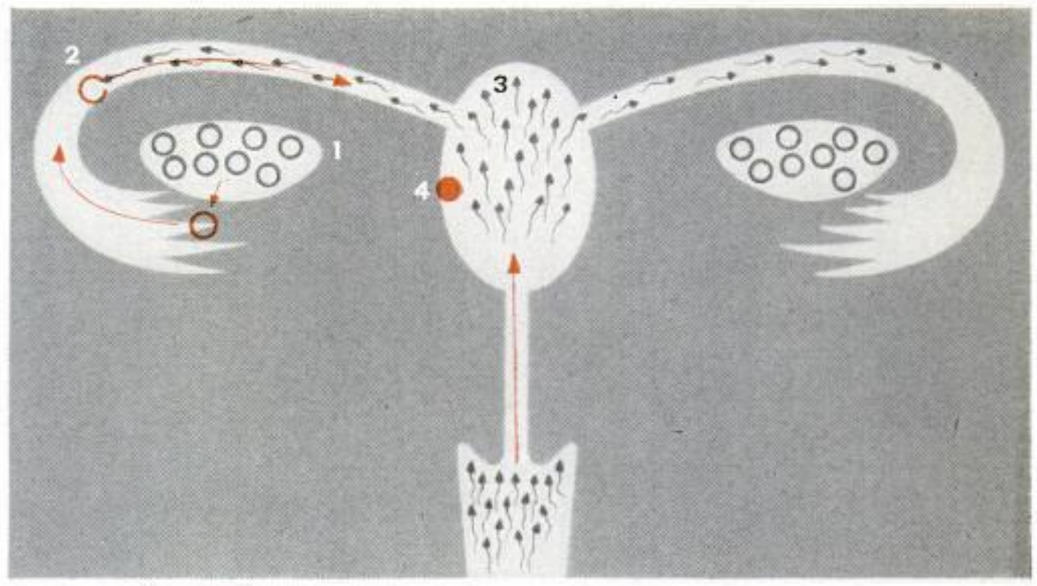
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HOW CONCEPTION OCCURS is shown in a diagram of the female reproductive organs. A follicle in ovary (1) reaches maturity and releases an egg into the adjoining ovarian tube. Egg is fertilized (2) by sperm which has been deposited by the male and which has swum up through the womb (3). The fertilized egg, passing into womb, attaches self to wall (4), develops into baby.

BIRTH CONTROL CONTINUED

it last year for reasons unknown; however, contraceptives are manufactured in China and remain widely available, which in a Communist society is tantamount to endorsement. Both Egypt and India are supporting family planning clinics. That these clinics so far are completely inadequate is less important than that official policy has been established and a start made. An example, in principle at least, has been set for other Asian and Middle Eastern countries.

The impetus is almost necessarily from government to people rather than the other way around. The average peasant couple is only vaguely aware of forces at work beyond the village and has little comprehension or feeling about a national population problem. But the peasant man and woman are uncomfortably aware of their own personal overpopulation problem and *are* receptive to the idea of family limitation. What chiefly stands in their way—to minimize, for a moment, the effect of religion, custom or ignorance—is the lack of a feasible and convenient means for accomplishing it.

Accordingly we must now consider the other of the issues posed earlier: "Is an effective and practicable method likely to be widely available in time to do much good?"

Practicability is really a key point. Effective and relatively simple contraceptive techniques already exist and are widely used in nearly all advanced communities, but among primitive people they encounter many obstacles: male self-indulgence, lack of sanitary facilities, lack of privacy, frequent inability to understand how the female devices are supposed to work, taboos against the manipulations some of these require and various similar troubles. One major obstacle is cost, for at present most such methods are expensive in relation to the very low income of the people.

The best method so far

THE nearest approach so far to really wide practicability is the spermicidal vaginal tablet. These seem to be nearly as effective as some of the older, more cumbersome methods, and since they require no apparatus or sanitary facilities, they can be used under almost all living conditions. Cost is a limiting factor so far, but if a government assumed their manufacture and distribution, profit-free and in the enormous quantities possible with a national monopoly, they could be put within reach of all but the completely destitute (as could the common male device, which costs little more than a penny to manufacture). Various foaming powders, pastes and liquids are potentially even cheaper. However, such methods encounter a psychological problem that limits their usefulness. It is that anything that has to be applied in immediate anticipation of intercourse, or that involves temporary interruption, calls for a higher degree of motivation and self-discipline than it is realistic to expect consistently from mass human behavior.

Consequently, many authorities would agree that the problem must be dealt with on both an emergency and a longer-range basis. Present methods (obviously including the rhythm method) could, if they were generally applied, impede the human flood. To control it, however, will require something fairly close to the "perfect" contraceptive: very cheap, very simple, long lasting, nonirritating, requiring no contact with the reproductive organs and applied at a time remote from the act itself. As a further ideal characteristic it should be easy

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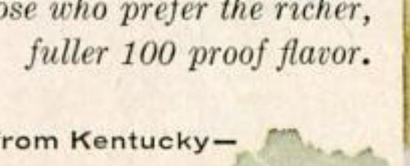
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for governments to administer in mass campaigns—as easy, say, as the mass vaccinations that have contributed so much to the progress of "death control."

Surprisingly enough, vaccination itself may turn out to be the answer. Just as in the Salk vaccine the injection of inactivated polio virus causes the production of antibodies which stay in the blood stream and attack any invading live polio virus, so the injection of sperm, ova or embryonic tissues may be able to cause the formation of specific antibodies which would neutralize later "invasions" of these materials. A man inoculated with substances from his own sperm might destroy the effectiveness of the sperm he later produces; a woman thus inoculated might also neutralize sperm, while with the other inoculations she might inactivate her own ova or any accidental embryo. Just as in vaccination against disease, immunity would be temporary, allowing conception when it wore off, but perhaps it could be extended indefinitely by periodic "booster" shots.

Such is the theory. In tests with animals, evidence is accumulating that it actually can be made to work this way, and laboratory investigations are being pushed in several countries. But it is impossible to say yet that the method will work in humans, or if so, how soon.

Such approaches as this are known as "physiologic"—that is, events that could occur spontaneously in the body are brought about deliberately and manipulated to achieve a given aim. Most present research is of this nature. Vaccination is a familiar process to most people. But to understand the first definite breakthrough in physiologic research, we must deal with some of the more complicated facts of life.

The basic events of reproduction (*diagram, p. 166*) are easy enough to follow: one or another of a woman's two ovaries produces an egg and drops it into its adjacent tube, where sperm deposited by the male swim up and fertilize it. The fertile egg begins to multiply while at the same time moving down the tube toward the uterus or womb, which it enters after three or four days. There the egg implants itself and extends an umbilicus through which it feeds. It grows, quickens and is delivered after 267 days. But the wondrous and baffling question is, "Why do these things happen?"

Biologically speaking, they happen because of an interplay of glandular activities beginning with the pituitary. The whole sequence is extraordinarily complex, but we need be concerned principally with two substances. One is known as F.S.H. (for "follicle-stimulating hormone") which the pituitary secretes into the blood stream after each menstrual period. The function of F.S.H. is to stimulate the ovaries' egg-bearing "follicles" so that they will ripen their eggs for potential fertilization. About midway in the monthly cycle one of these follicles reaches full maturity, whereupon its egg bursts from the ovarian wall and into the tube to begin its journey.

No sooner has ovulation thus taken place than the follicle changes form and begins secreting a hormone called progesterone. This substance, traveling in the blood stream to the pituitary, signals that gland to stop sending out any more F.S.H. Without F.S.H. the remaining, still immature egg follicles stop growing. Thus the progesterone keeps extra, unwanted eggs from developing during the monthly cycle. Furthermore, if conception does occur, the secretion continues during pregnancy (in the third month the placenta, the sac that surrounds the unborn child, takes over the job), thus preventing any new eggs from ripening.

Now, since progesterone can have this egg-inhibiting effect in the latter half of every menstrual cycle and in pregnancy, it is reasonable to suppose that a woman who received steady doses of it from some outside source—in a pill, for instance—could be prevented from ovulating at all. And if there were no egg there could be no conception.

Four astonishing field trials

THIS simple deduction began to be tested some years ago by several researchers, perhaps most notably Dr. Gregory Pincus, of the Worcester (Mass.) Foundation for Experimental Biology, and Dr. John Rock, professor emeritus of gynecology at Harvard. These two found it generally correct but unreliable: even awkwardly large dosages of progesterone failed about 15% of the time. Subsequently they interested pharmaceutical houses in the problem, hoping that a substance similar to but stronger than natural progesterone could be developed. Finally several promising synthetic compounds were found. Chemically very similar, they are of the general family known as "19-norsteroids." The two chosen for clinical trials are trade-named Enovid and Norlutin, manufactured respectively by G. D. Searle and Parke, Davis. Since 1956 Drs. Pincus and Rock and their colleagues have managed four field trials involving 830 women in Puerto Rico and Haiti. On the basis of this substantial evidence they reported that, if taken faithfully, "practically 100% contraception occurs."

That this is a sensational achievement goes without saying. The

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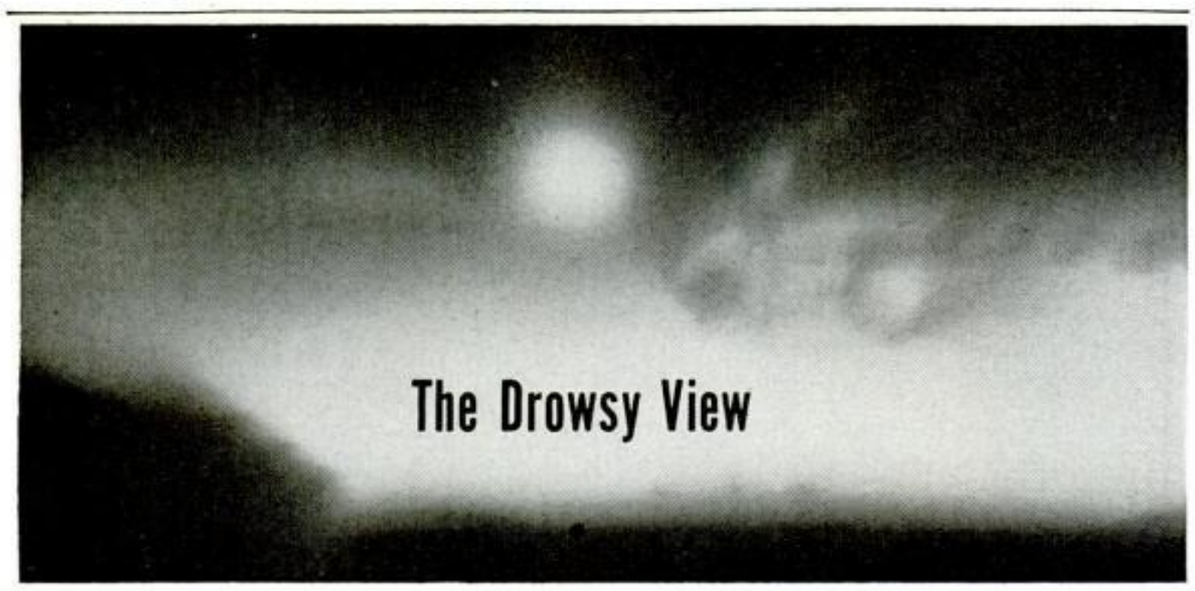


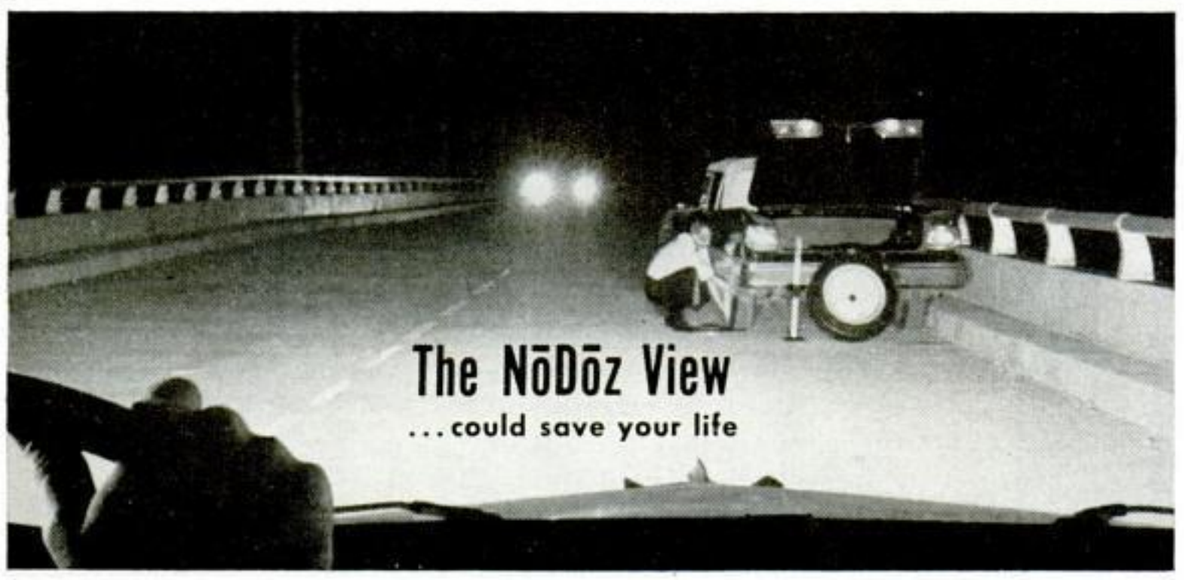
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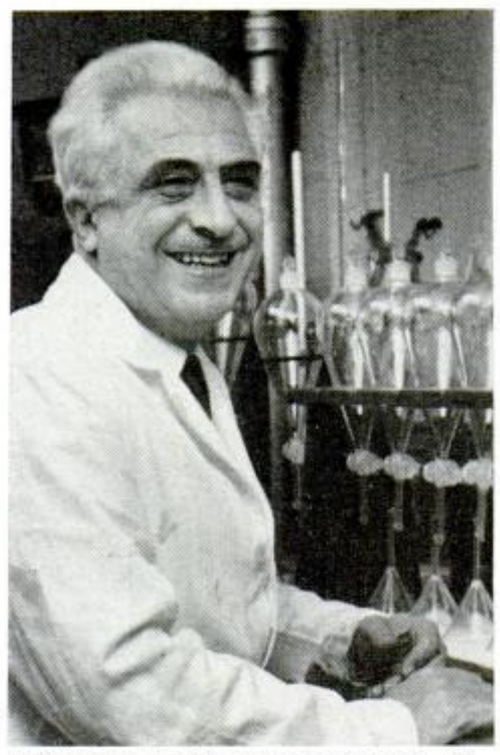
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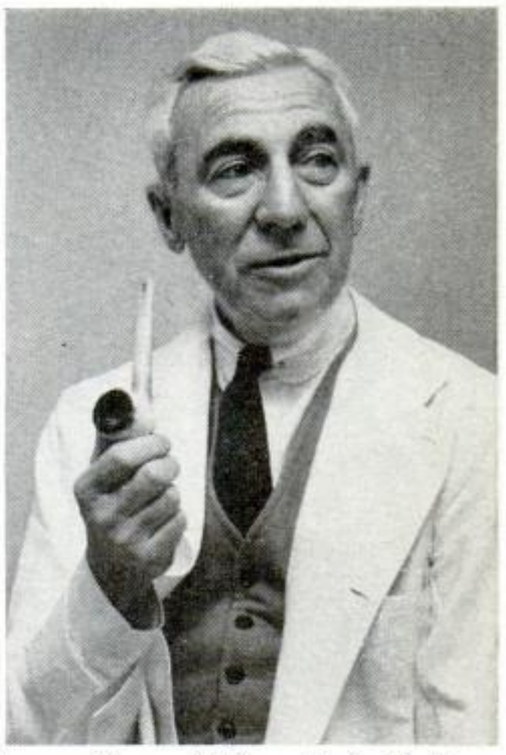
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STEROID PILL DEVELOPERS, Drs. Gregory Pincus (*left*) and John Rock report small-scale test showed pill is almost 100% effective against conception.

BIRTH CONTROL CONTINUED

sample is still too small to be sure that steroid treatment will work this well consistently, and in fact a companion clinical trial in Los Angeles by Drs. Edward T. Tyler and Henry J. Olson, who also have pioneered in this field, casts doubts on the "practically 100%." However, assuming that it can at least be made to yield an extremely high rate—since in theory it could very well be 100%—the other question then has to be faced. Is it practicable?

In some ways it approaches the ideal mentioned earlier. Treatment consists of nothing but swallowing a pill once a day, beginning on the fifth day after the onset of menstruation and continuing for 20 days. From one to several days after the last pill is taken, a menstrual-like flow begins. Five days after that the 20-pill series is resumed, and so on ad infinitum. If ovulation is wanted, the patient has only to stop the pills for a while to revert to normal.

Although this seems to be simplicity itself, numbers of women in the clinical trials found it beyond their mental and emotional capacity, and it must be presumed that numbers of Indians, Chinese, *et al.* would likewise. Another drawback is cost: the pills retail for 55¢ each or about $11 for a month's supply. Neither of these points may be insoluble, of course. It may be possible to design the pill in such a way that it could be taken less often, perhaps only once a week; already Tyler and Olson have found it just as effective if given in half strength. As for cost, no doubt mass production and government distribution could reduce it greatly.

But there are other factors to consider. A good many of the women in the trials reported unpleasant "side effects" such as nausea, headache, dizziness, gastrointestinal disturbances, cramps and irregular bleeding. These reactions are not easy to evaluate, for in many cases they stopped when the patient became used to the pill, and some studies indicate that the leading cause was not physical anyway but psychological. The effects are inconsistent and highly individualistic, too. About 55% of the Pincus-Rock women reported a gain in weight but 20% reported a loss. About a fifth reported a decline in libido, about the same number an increase. Despite the complaints, 39% felt improvement in their general health as against 10% who felt worse. In any event, real or imaginary, temporary or not, unwelcome side effects caused about a third of the women who started treatment to drop out.

Are the pills harmful?

THERE is still one more reason why the present steroid pills are a long way from being the answer to the population problem in underdeveloped areas. They have to be taken under the supervision of a doctor, not only because he may be needed to control such untoward effects as irregular bleeding but also because no one really knows yet whether long-continued use may cause serious organic damage. So far, the Pincus-Rock group has found no sign of it, but studies of a larger number of individual women over a much longer time will be needed before anyone can say with confidence that the pills do not cause the liver, the uterus or the endocrine system to undergo some kind of slow attrition.

Nevertheless, when all these reservations have been added up, the steroid pill program remains a brilliantly successful example of scientific insight and collaboration with very big potential results. An indirect one, extraordinarily enough, may be to help put the rhythm

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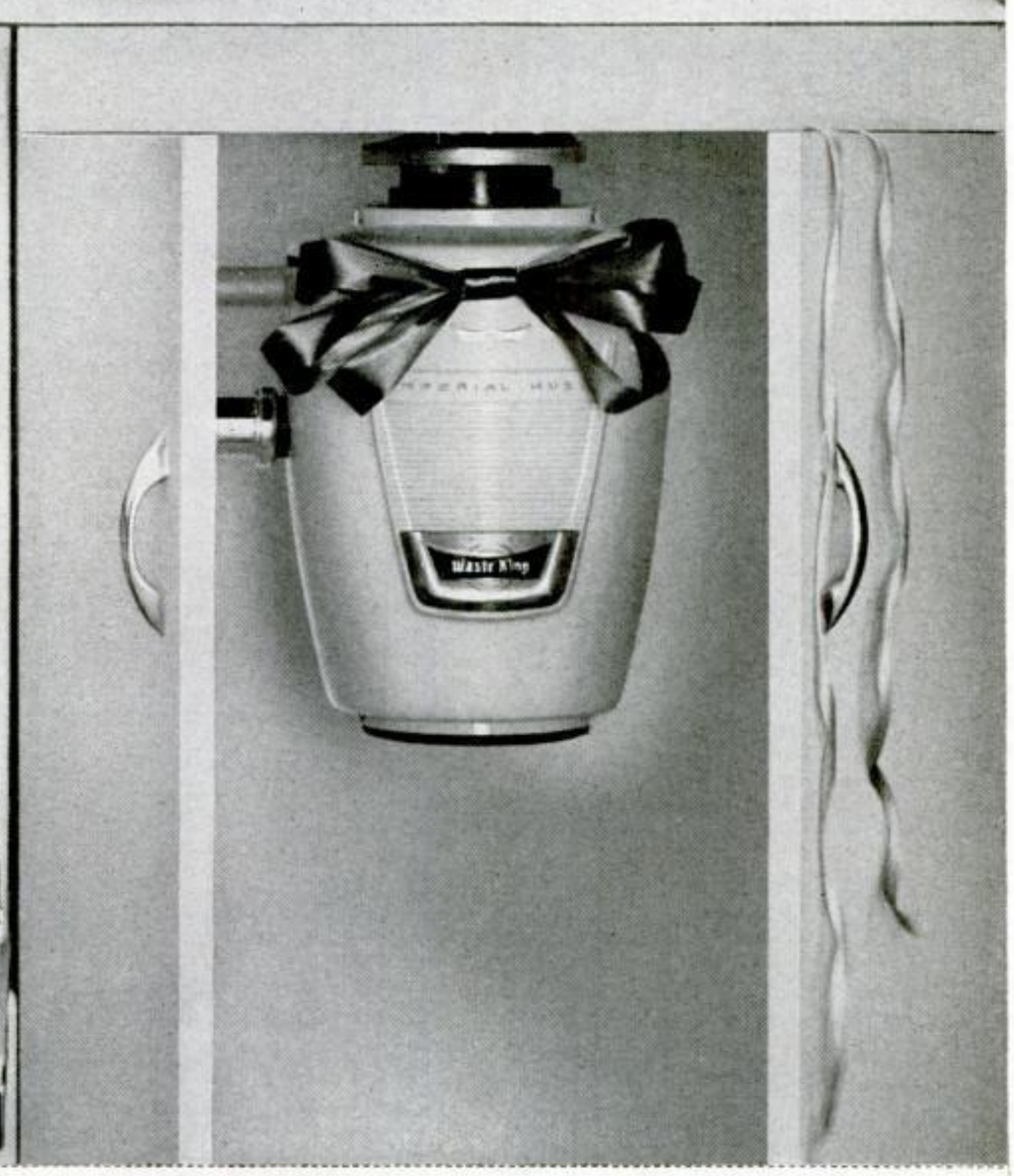
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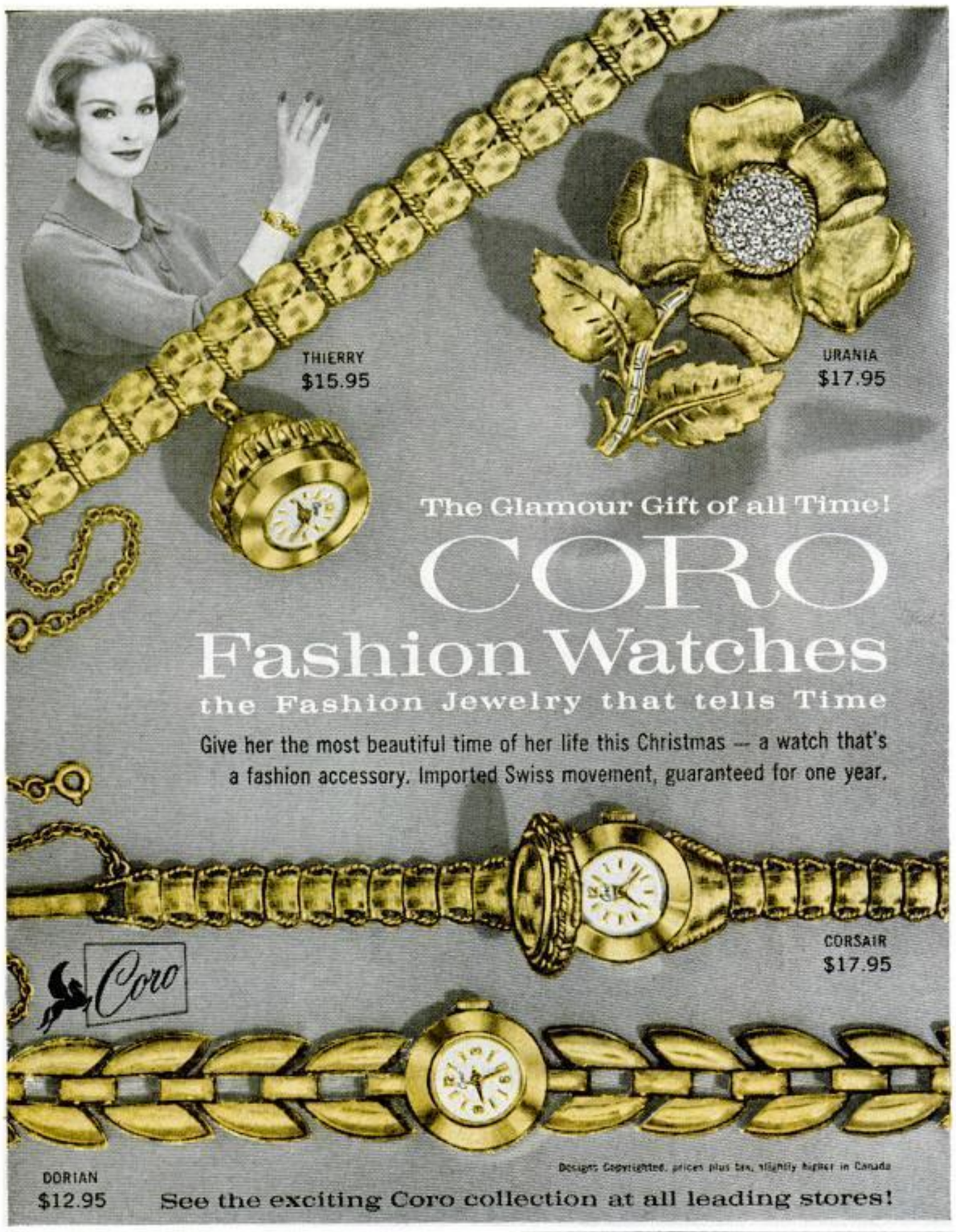
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BIRTH CONTROL CONTINUED

method on that "sufficiently secure basis" that Pope Pius XII hoped science would provide for the "regulation of offspring." That would indeed be a great triumph, for if rhythm worked in reality as it should in theory, it would be acceptable to almost all couples. It is based on three well-established facts of human biology: 1) ovulation ordinarily occurs midway in the 28-day female cycle—that is, 14 days after the onset of one menstrual period and 14 days before the onset of the next; 2) the ovum has a very short life: it must be fertilized within about 12 hours or not at all; 3) sperm also have a relatively short life, normally not more than about 60 hours. Hence it is theoretically possible to avoid pregnancy simply by continence during a period of only 72 hours, on days 13 through 16.

But few women are completely regular, even though from 85% to 90% of adults do not vary more than two days in either direction. To allow for this and leave some margin for error, eight to 10 days of abstinence are recommended instead of three. Actually even this is not enough for complete safety because illness, strong emotion, hard exercise and sheer feminine unpredictability can throw the cycle off and cause ovulation on almost *any* day after menstruation.

Potentially there are two ways to make rhythm "secure." One is to discover some simple, convenient test that a woman could use to tell whether she will ovulate within 72 hours. A good deal of work is being done on this but without reliable results so far. The other way is to find something to regulate the monthly cycle, and it is here that steroid chemistry may come up with the answer. A variation of the antiovulant pills, when given in smaller doses, has shown marked ability to regularize the cycle. If refinements can make this work consistently and if cost and distribution problems are solved, rhythm would become feasible wherever women had enough motivation to take the pills and to keep track of the dates. The Catholic Church has taken no official position on this for its members, but authoritative spokesmen believe that therapeutic use of such pills for the correction of "cyclic disorder," leading to "more effective use of periodic continence," could be morally acceptable. Obviously, use of the larger doses that would prevent ovulation would not be acceptable.

Sperm being just as necessary to conception as ova, it is logical to look for physiologic methods that could apply to the male as well as the female. One promising approach involves the use of drugs called nitrofurans and their related compounds, which inhibit the production of sperm. When the treatment (an oral pill or capsule) is stopped, normal production is resumed. However, in dosages high enough to be effective, these drugs so far cause too many uncomfortable side effects to be usable. The new steroids also quite effectively cut down sperm production—but they suppress potency and libido and thus are practicable only for men who desire a life of celibacy. Another method is to inject males with certain radioactivelike drugs that settle in the testes and destroy the young sperm cells; obviously, this needs expert medical supervision. Thus it can be said that these methods work but are impracticable. More or less the reverse is true of two other approaches: they are wonderfully practicable but will they work? Both are herbal remedies, *Lithospermum ruderale* and *Pisum sativum*.

A mystery from Indian peas

HUMANS in practically all times and societies have tried to regulate births, very often with some local plant supposed to possess contraceptive properties. On the chance that folk medicine might in this case, as in some others, have turned up an important discovery by long trial and error, scientists have been collecting and testing them. *Lithospermum*, for instance, is a common prairie plant from which Indians of the Southwest brewed a tea drunk by both men and women for its temporary infertilizing effect. Although researchers have been working with it for some years now, they are nearly as baffled as when they started. It does seem to inhibit conception in laboratory animals but not unless it is fed in huge quantities—and the inhibitor, whatever it is, has yet to be isolated.

Some of the same doubts and hopes surround *Pisum Sativum*, an imposing name behind which lurks the common garden pea. Several years ago Dr. S. N. Sanyal, a Calcutta physician, heard that rats kept experimentally on a diet of peas produced no litters. He set out to find the causative factor in the hope that it could be applied to humans. He found it—or at least he thinks he did—in a chemical combination called meta-xylohydroquinone. During 1953–55 he tested it clinically on more than 700 women. Conception was by no means halted, but according to his report it was reduced by about 50%. Subsequently, Dr. Sanyal has said, limited experiments with men indicate that it reduces the sperm count and may be about 50% effective when used as a male contraceptive.

A contraceptive that is only 50% effective will quite certainly gain no users among advanced peoples, who have access to devices

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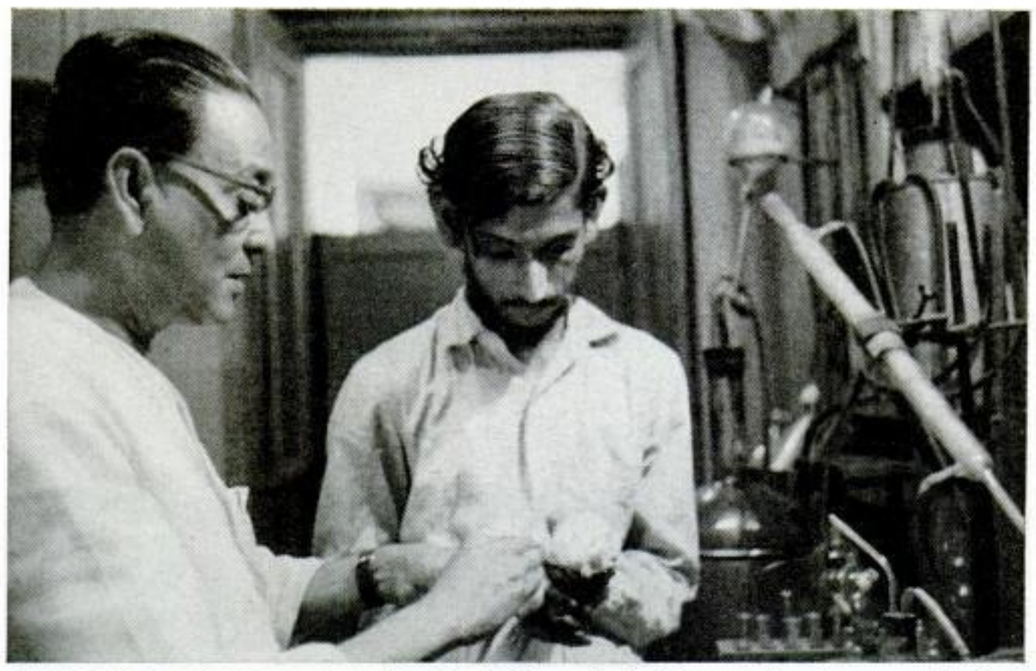
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INDIAN INVESTIGATOR, Dr. S. N. Sanyal (*left*), tested substance derived from common pea, reported that it made rats in his Calcutta laboratory sterile.

BIRTH CONTROL CONTINUED

that come close to being 100% effective, but it could have great potential importance in the emerging countries. Specifically in India's case, a recent study shows that even if the country's economic plans go forward rapidly and successfully, by 1986 the present trends in birth and death rates will have caused income per capita to start falling 1% a year. But if human fertility could be reduced by only 50%, starting now, that same year would find enough economic gains to increase per capita income by 60%.

In other words, if Dr. Sanyal's compound really works as well as his figures indicate, it could go far toward changing India's future—if it were widely used. As for that, it would seem to be one of the most acceptable of all methods. The whole treatment consists of swallowing two capsules a month, one each on the 16th and 21st days of the cycle.

Unfortunately, all this may turn out to be a mirage. Western scientists have not been able to duplicate any of Dr. Sanyal's results in tests with laboratory animals. Moreover, they find his statistical methods vague and, by their own standards, outrageously unscientific. His own Indian colleagues are deeply skeptical. Still—as almost everyone is prepared to admit—he may have something. The Indian government has authorized a program to test the preparation on a truly mass scale. But nothing has been done actually to start this program. Until some such test is made, Dr. Sanyal's famous pea pill will remain an intriguing mystery.

Along with the various ideas for preventing conception, any realistic discussion of family limitation has to take into account potential methods for preventing embryonic development. Probably they would not be acceptable in most Western countries, but in some other societies they would be welcomed. Since the fertilized egg spends several days in the ovarian tube before descending to the womb, the tube is the first location for these attempts. A chemical compound known as MER-25, investigated by Drs. Warren Nelson and Sheldon Segal at the Rockefeller Institute, has been dramatically successful in laboratory animals and has undergone some preliminary tests in humans. If it or a related substance proves as efficacious in humans as in the test animals, pills taken for a day or two after each coitus would prevent development of a fertilized egg. There would be no change in the menstrual cycle, no interference with hormonal activities and, so far as can be foreseen, no physical side effects of any kind.

Oddly enough MER-25 works only in the tube and hence has to be taken before the egg reaches the uterus. Other chemicals act after the egg is in the uterus, but at present they are far from being practicable since they risk producing unpleasant side effects.

Intricate and subtle mechanics

SUCH are the approaches that show the most obvious chances of leading to concrete results in a foreseeable time. But they do not even begin to finish the possibilities. As Biologist Paul S. Henshaw has commented, "When we know the balances of hormonal, enzymic and other factors, and the multiplicity of precise conditions which must be met at numerous locations, it appears little short of miraculous that reproduction should ever be successful." In the intricate and subtle mechanics that produce sperm and ova and finally bring them into union, nearly every step is theoretically vulnerable to interference. The difficulty is that knowledge about how and when and

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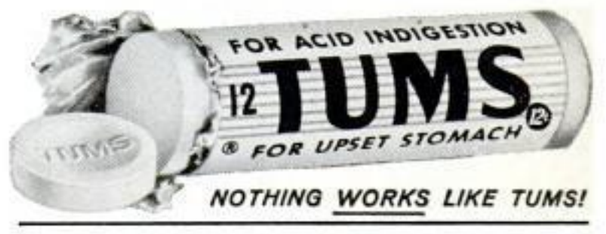
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where all the elements react on one another is still fragmentary.

With the necessity for finding some answer to the population problem, the secrets at last are being searched out. The Planned Parenthood Federation of America supports important research and acts as well as an information and planning center for many scientific and laymen's organizations. But it is fitting that the chief backer of the search should be John D. Rockefeller 3rd. The Rockefeller Foundation, founded by his grandfather, has played a tremendous part in spreading the public health principles that have done so much to lower death rates and thus to bring about the present crisis. After seeing the developing problem at firsthand during his travels, Rockefeller in 1953 founded the Population Council to encourage ideas for dealing with it. Subsequently the Ford Foundation and several others have contributed, enabling the council to operate with a present budget of more than $1 million a year. The problem is broad, including fellowships for training foreign students in demography (the study of populations in relation to resources) but with nearly half the money allocated to medical research under Dr. Warren Nelson.

Dr. Nelson, who is himself a leading authority on many aspects of reproduction, is decidedly optimistic about solving the scientific part of the problem. Not many years from now, he thinks, there will be not one but several simple, acceptable new methods. They will be in the form of pills and probably also of injections. He says, "Now we can only guess as to their nature. I wouldn't bet on any particular one of the things we are working on, but I would bet that if they don't succeed something else will, probably something better than anything we presently know about." With a definitive breakthrough so tantalizingly probable, he hopes to expand his program to take advantage of all the possibilities he sees. He could profitably use two or three times his present budget, he says, and 10 times more during the next four or five years. With this he would expect success "maybe in five years, almost certainly within 10."

All in all, then, the chances seem to favor a positive answer to both questions posed earlier. One question remains: how can science, public policy and individual behavior be brought together to regulate population? Nothing could run more danger of offending national and individual pride, personal privacy, religious belief and social custom. And yet nothing may be more important to the preservation of Western beliefs, specifically including Christian religious beliefs.

Does the U.S. have a role to play in this? As leader of the Western community it has a responsibility to look ahead—decades and generations ahead. A few months ago a study prepared for the Senate Foreign Relations Committee suggested that the development of "a good, cheap oral contraceptive or its equivalent" be made a priority item for a proposed scientific agency to help underdeveloped areas. The staff of a special commission appointed by President Eisenhower to review our present foreign aid programs recommended that we encourage nations receiving aid to set up programs for population control. This report points out that "the adoption of a presently available technique, even if only 75% effective, by only 50% of the married couples in a rapidly growing, economically underdeveloped population could play a vital role in minimizing the human suffering and death which, under present conditions, appear inevitable."

Much remains to be done, but proponents of population control feel now that science and government, if they work together, can prevent the "inevitable."



SEEKING NEW TECHNIQUES for birth control, Dr. Warren Nelson of Rockefeller Foundation watches assistant prepare baby rat for tissue analysis.

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SEQUEL





AT WEST POINT, Cadet Dawkins stood at attention during dress parade. He wore six stripes to denote his high ranking as cadet brigade commander. Stars on his collar reveal he was an honor student.

AT OXFORD, Rhodes Scholar Dawkins (*second from right, third row down*) poses for class photo with other new men at Brasenose College. Black undergraduate robes are worn at dinners and at lectures.

A TOP CADET AT OXFORD

As Rhodes scholar, West Point's Pete Dawkins finds a new life and sport

Peter Dawkins was taken aback when he arrived at Oxford as a Rhodes scholar. After four years of gray walls and stark discipline at West Point, where he was first captain of cadets, football hero, class president and honor student (LIFE, Oct. 13, 1958), he was amazed to learn that Oxford too had a book of rules and it was called the *Blue Book*, just as it was back at the Point. But after several weeks Pete discovered a big difference. At Oxford tradition takes precedence over rules.

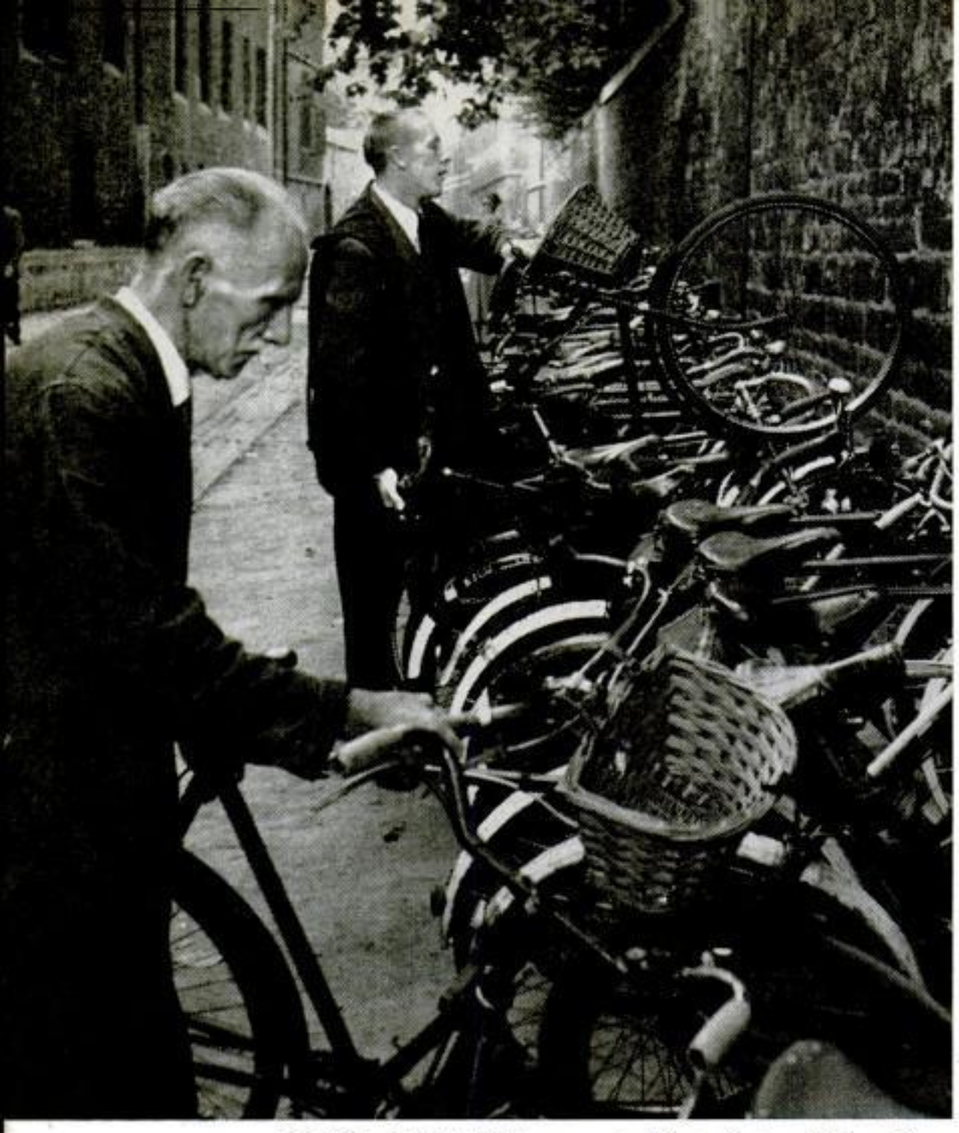
"College walls are loaded with spikes, broken glass, or barbed wire to keep you from sneaking over," he explains, "but every college has one place where undergrads traditionally climb over after hours. This tradition is so strong that when the usual night entrance was blocked by construction of a new annex this term, a senior college official passed down word that he just *happened* to notice a *certain* stretch of wall with several spikes missing.

"The most exciting thing about Oxford is its atmosphere of complete freedom. You're left almost entirely to your own devices. The only set routine consists of two weekly sessions with my tutors. This is all a complete contrast to West Point where the whole system would probably fall apart if they left it up to the individual to organize his own existence."

In his few weeks at Brasenose College, Dawkins also got used to being called Peter instead of Pete and drinking warm ale at mealtime from silver mugs. And he learned that Oxford men, while perfectly congenial, tend to be unimpressed by reputations—athletic or otherwise—earned anywhere outside Oxford.

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LOCAL CUSTOM converts Pete into a bike rider. "I haven't been on one since I was a boy," he says.



LOCAL KNOWLEDGE, supplied by Brasenose varsity player Robert Kyle (*left*), sets Dawkins straight on how to tackle in rugby, with his head behind runner instead of in front as he demonstrates here.

FOOTBALL STAR GETS FIRST WHACK AT RUGBY

Along with living quarters at Brasenose, Dawkins got a P. G. Wodehouse-type manservant (known as a "scout") called Reggie, who for $4.90 supplied two vital possessions: a black undergraduate's gown and a bicycle. Pete also acquired a tea set, an electric kettle, wine glasses and a taste for sherry. But what made him really feel at home in his strange environment was signing up for rugby.

"I'd never played rugger before," said Pete, "and I did all sorts of things that are just not done." He shouted encouragement to teammates until he learned that this function at Oxford was performed only by the team captain. He tackled ball carriers the way he did at West Point, forgetting that he had on no pads and that his shoulders were in danger. Two Brasenose men from the varsity, who served as coaches, took him aside for on-the-spot instruction (*above*). But he still scored two "trys" (three points) and two conversions (two points) the first day and earned offhand praise of "Well played, Peter."

Dawkins improved so spectacularly that he was invited to play for a more advanced team after two weeks, and there was even speculation that he might be asked to play for the university squad against Cambridge in December. "This would be fine if I could make a real contribution," said Pete. "But, after all, I didn't come to Oxford just to play football."



INTENT ON "SCRUM," comparable to line play in American football, Dawkins (*left rear*) watches a spirited scramble. Here the ball (*on ground at right*) has been put into play and opposing forwards, head to head in the scrum, are trying to kick the ball out to one of their backs. Dawkins is one of seven backs.

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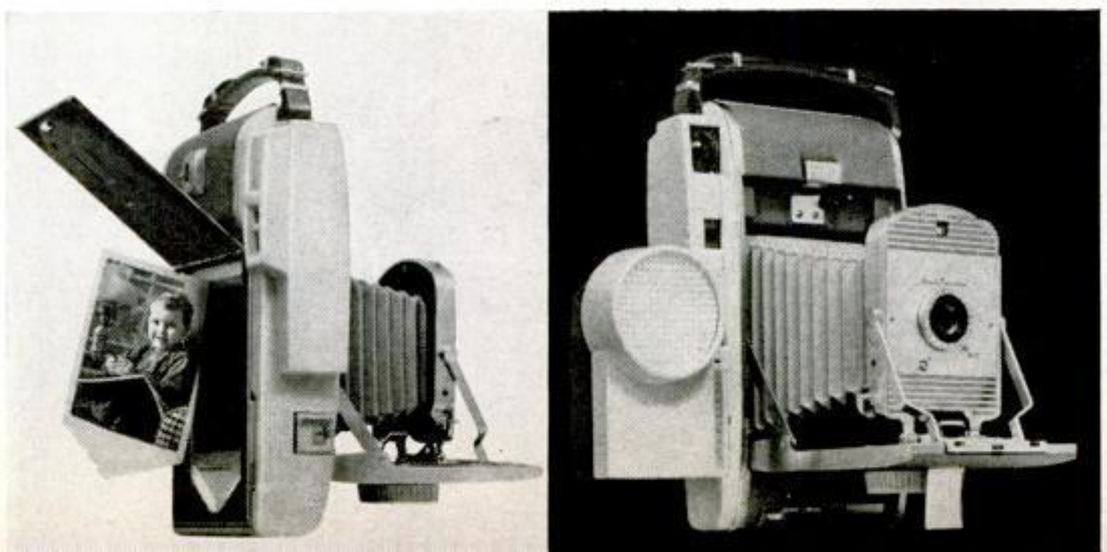
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ON THE LOOSE but off-balance, Dawkins (*center*) is about to fall. He learned later that in this kind of situation he should pass ball off to teammate or kick it.

POOR TACKLE by British standards finds Pete hitting runner too high. He should tackle low, bring runner down quickly to prevent his passing to teammate.

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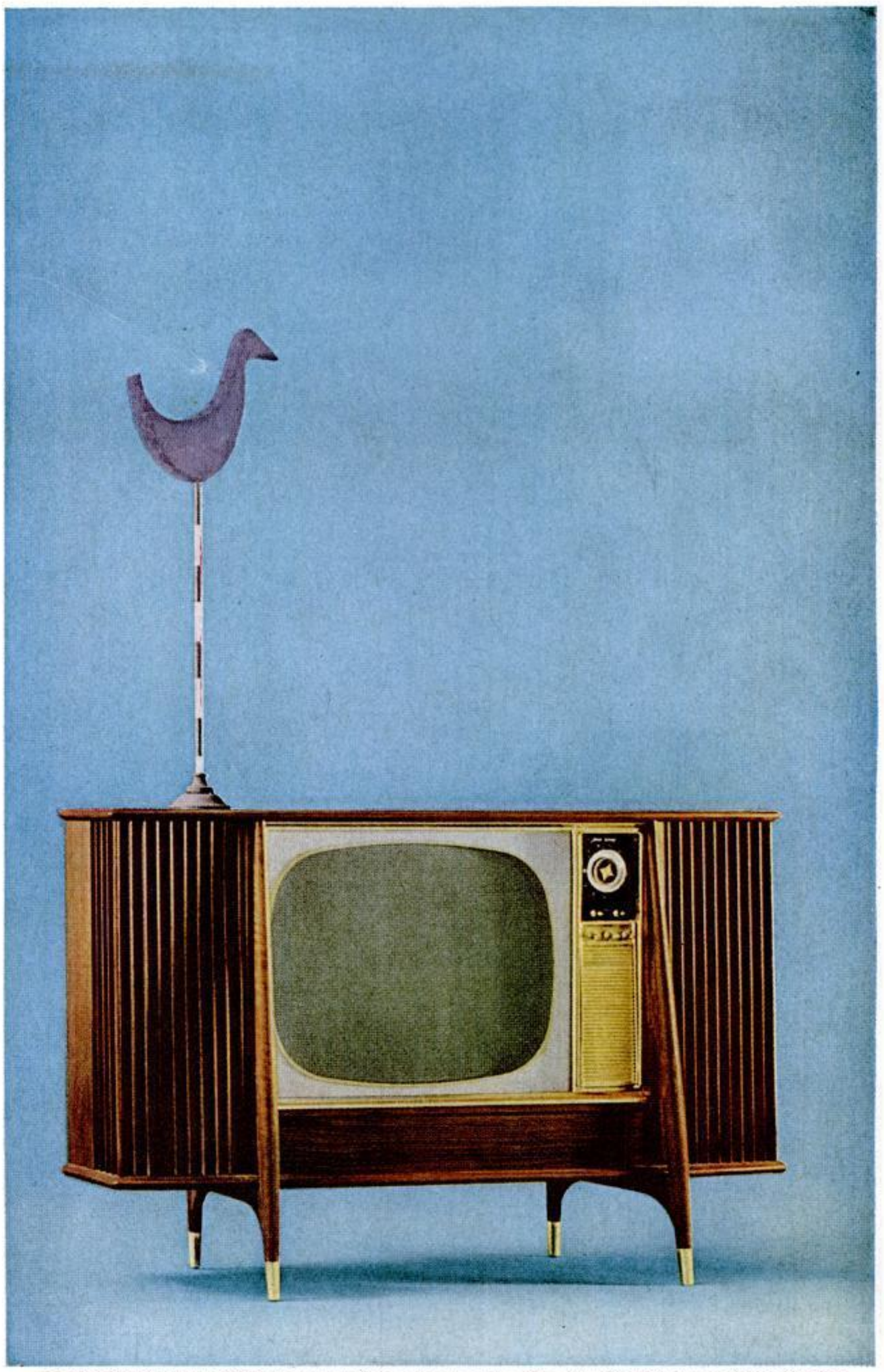
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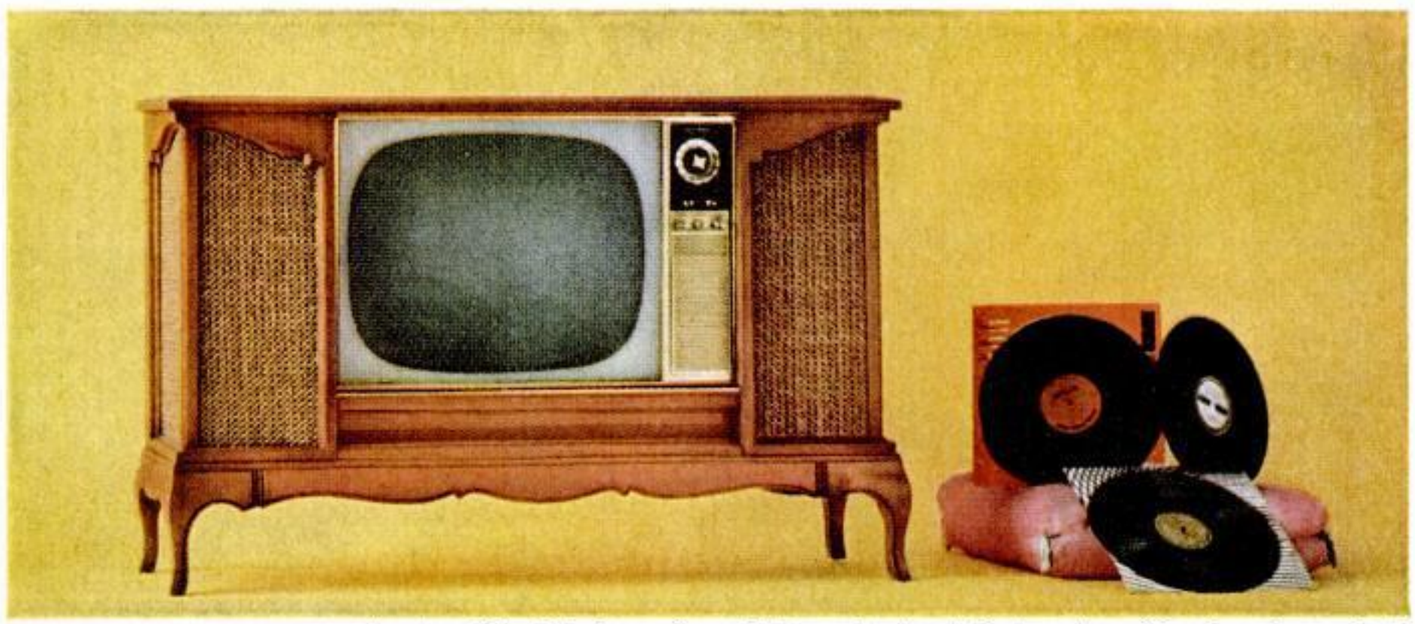
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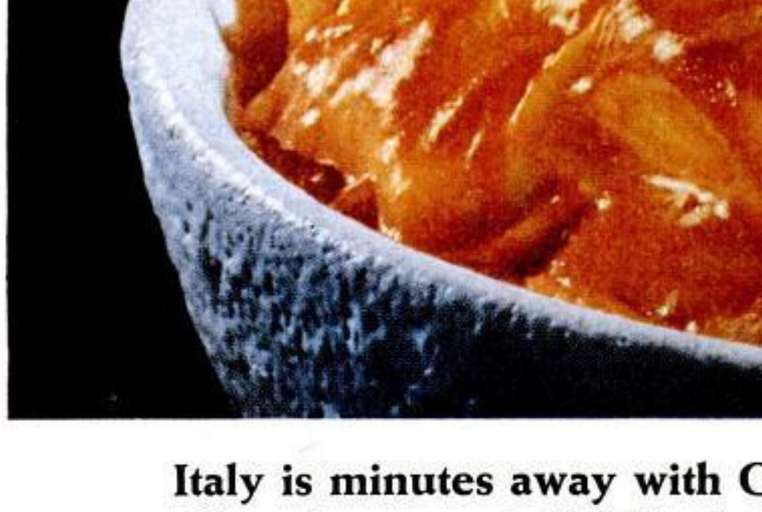
COLONIAL LO-BOY—authentic early American styling in maple veneers and hardwood solids. 6½-inch speaker. Stereo-Phono Jacks.

GENERAL ELECTRIC

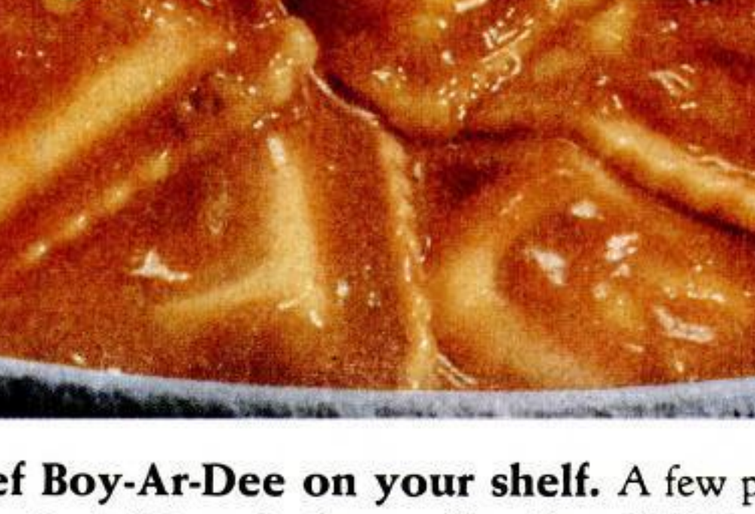
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Famous Lake Como with the Alps in the distance.

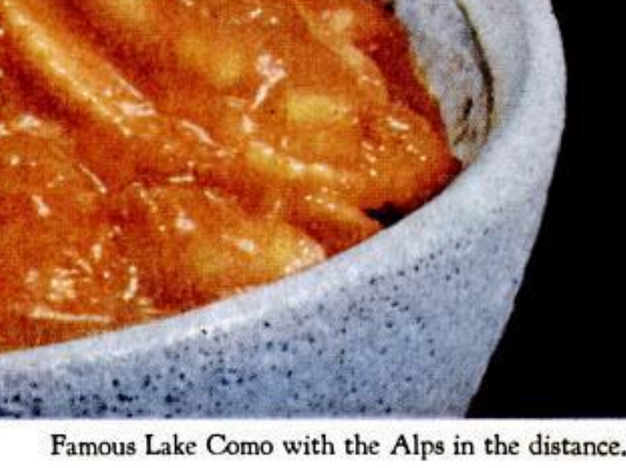
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Dish with a delightful Italian accent. In a casserole, alternate layers of Chef Boy-Ar-Dee Beef Ravioli and ricotta or cottage cheese. Bake until piping-hot. Serve with a proud flourish!



Party feast. Season thin veal cutlets to suit; fold 3 Cheese Ravioli into each. Fasten with toothpicks. Bake in casserole with Chef Boy-Ar-Dee Spaghetti Sauce about 1 hour at 350°.



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CHEF BOY-AR-DEE® Ravioli

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IN PORTRAIT-HUNG SALON MRS. FRANK WEBSTER (RIGHT) AND JOHN BULLARD LAUGH WITH MRS. ALEXANDER LADD JR. ABOUT SINGER SENESCHAL'S ACTING

SOCIAL WIGS WAG IN BOSTON

Costume parties among high-caste Bostonians are almost as rare as private theaters. Combine the two with an 18th Century opera, never before performed in the U.S., and you have a really rare affair. The lady who catalyzed these extraordinary elements is Mrs. George Shattuck. Her husband's great-grandfather, Samuel Cabot, built the theater (*next page*) as an addition to his 28-room mansion. Once the famous actress Fanny Kemble played there. In recent years the theater has seldom been used, but Mrs. Shattuck opened it for her pet benefit, The Pan American Society, and arranged for Michel Sénéschal, a French lyric tenor, to sing arias from his favorite Rameau opera, *Platée*. Then she pulled her greatest coup. Somehow she persuaded guests like Samuel Eliot Morison, the well-known historian, and Ernest Henderson, president of the Sheraton Corporation not only 1) to pay $100 a seat for the performance but 2) to arrive in 18th Century wigs, frills and furbelows. The music was delightful and the costumes did not detract from the enjoyment. The pocketless 18th Century gentlemen stored cigarettes and matches under their wigs.

MRS. FRANCIS PEABODY (LEFT) AND THE DAVID BLACKS ENJOY 20TH CENTURY CHAMPAGNE. BOTH WOMEN'S COSTUMES WERE MADE JUST FOR THE AFFAIR



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SCIENCE SOLVES Household Odor Problem!
Other deodorizers 'mask' odors—amazing new GOOD-AIRE *destroys smoking and cooking odors chemically*—leaves air clean, delightfully fresh! Fights germs too! Try GOOD-AIRE, the *modern* aerosol. Floral or Spice—79¢ and $1.59.


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HOST IN FINERY, George Shattuck, a retired Harvard professor, talks with a guest while his wife (*center*) stops to admire the "blackamoor," 11-year-old

TENOR SENESCHAL SINGS AN ENCORE ON SMALL STAGE. HE CREATED



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Eunice Howe, who guarded the theater door. At right is Ernest Henderson who looked like a revolutionary dignitary until he pulled out his flash camera.

HIS FOPPISH COSTUME TO REPRESENT AN 18TH CENTURY OLD MAID





BAYER® BRINGS FASTEST RELIEF

... the fastest, most gentle to the stomach relief you can get from painful cold miseries, thanks to

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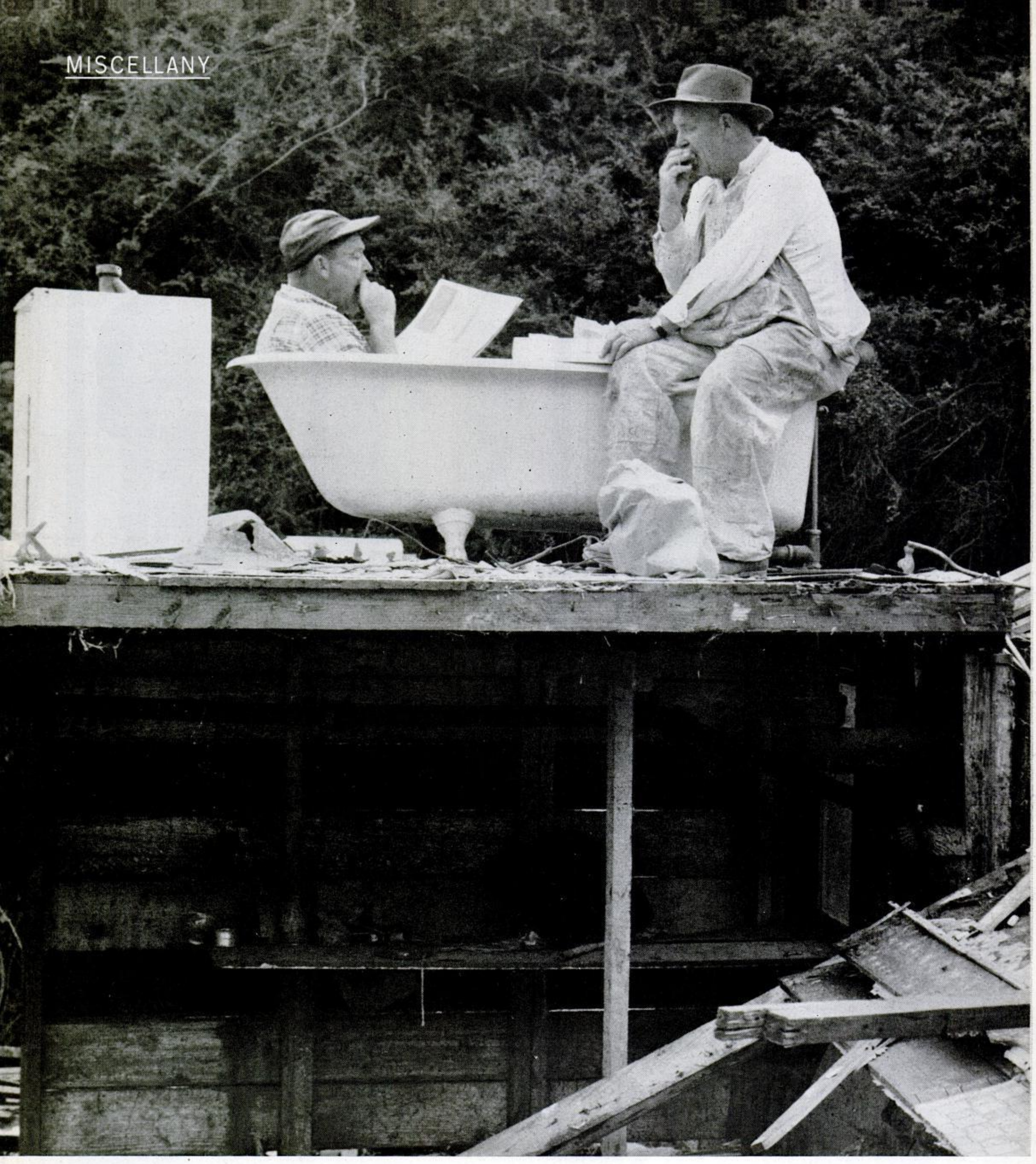


DOCTORS who looked inside a living person's stomach saw that Bayer tablets are NOT whole when they enter the stomach but disintegrate on the way and enter in soft, tiny flakes ready to go to work INSTANTLY so you feel better fast!



Men who *know* medicine recommend Aspirin.
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HOW ARE YOU FIXTURED FOR LUNCH?

The two men eating lunch in the remains of a bathroom looked like an old-fashioned slapstick comedy or, possibly, models for a beatnik's fallout shelter. Actually they were a father and son team of insurance men who chose to vary the everyday selling routine with some do-it-yourself demolition. The man occupying the length of the tub was the son, C. B. Ward, and the man left on the rim, the father, Dale. District managers of a farmers' insurance company in Monterey, Calif., the Wards were tearing down a house to make way for a new office building for their company (Dale had once been a carpenter). Worn out from removing other fixtures and ready to rest, they found that the heaviest one of all was the only place left to sit down.

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(continued from inside front cover)

were a per issue average of 121,000 subscription transfers from the defunct Household magazine, which defined itself to ABC as a "home service magazine for families with houses, lawns and gardens." (Actually, the ABC statement showed that by late June these transfers had reached a total of some 490,000 or around 10% of the Post's total subscriptions.) Of course such subscription transfers represent a perfectly legitimate method of raising circulation totals. The numbers involved may make such a method seem worthwhile. The test is whether the apples (the defunct magazine's circulation) can be turned lastingly into oranges (the going magazine's circulation). Furthermore, an advertiser may ask why he should buy this circulation at a higher cost per thousand when previously he didn't purchase this same circulation in the defunct magazine at a much lower rate.

Some Further Light on Renewal Techniques

So much for magazines' different ways of obtaining circulation. Another point on which there has always been considerable confusion is subscription arrearage.

"Copies in arrears", as shown on an ABC statement, are expired subscriptions which the ABC permits its member publications to service for a period of up to three months while still being included as part of total net paid circulation. A subscription in arrears is therefore similar in concept to an insurance policy premium during its "grace period" -- a policy still legally in being, subject to fulfillment in a stipulated time period.

The ABC, like the nation's insurance companies, has valid reasons for permitting the continuance of this relationship between publishers and their subscribers. It is a fact of circulation operations that it is more profitable to renew a subscription that it is to solicit a new one. It is also a fact that a subscriber is a great deal more likely to renew when he is getting regular delivery of the magazine.

So, making use of arrears, or "gracing", has long been an ABC-sanctioned practice of the trade. Incidentally, the soundness and value to the communications industry of present ABC arrearage practices were again re-examined and re-affirmed at this Fall's regular ABC advertiser-agency meeting.

Use of gracing has been a standard LIFE practice -- as it also is with such magazines as TIME, Reader's Digest, Look, etc. -- from our earliest years. For the first six months of this year the figure for LIFE was 4.6%. (The percentage for the Reader's Digest was also 4.6%.) The LIFE arrearage figure for the second six months of this year is running less than 1.5% of total subscriptions.

Whether or not it is economical for a magazine to carry arrearage depends on the cost of the magazine, the cost of delivering it to subscribers and -- most of all -- on the ability of the magazine to renew a substantial number of subscriptions.

As I have written you earlier in these letters, reflecting the public's unprecedented interest in and anticipation for LIFE's superb editorial product, our circulation is now averaging over six and a half million copies a week -- up nearly half a million copies over last year. We see this belief in the imaginative presentations of our editors in the form of a tremendous business in new subscriptions and renewals coming to us from all sources -- direct mail, inserts in our own magazine, etc. It is also reflected in our newsstand sales, which for seven consecutive months have run well ahead of the comparable issues last year and far above the newsstand sales increase of the magazine industry as a whole. We continue to regard newsstand sales as being the best method of exposing potential new buyers to the magazine. We also do all we can to convert newsstand buyers to subscribers as quickly and advantageously as possible.

Keep these Questions Coming to Us

Summing up, LIFE's circulation aim is to give our advertisers a high class market with demonstrated buying power and with a high percentage of repeat buyers and readers. We accomplish this in a profitable way. We do not claim to know all the circulation answers for all publications but we do know what works well for us. At the same time, we will continue to experiment with new marketing techniques designed to keep LIFE's circulation practices and results up to the highest possible standards. We are convinced that these standards and this flexibility pay off for you, as well as for us. So, naturally, we hope you will keep up the questions. We want you to have the right answers.

Cordially,

Clay Buckhout

Clay Buckhout
LIFE Advertising Director

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Thoughtful men give Walker's DeLuxe—and grateful Girl Fridays never have to wrap it. This great straight bourbon, in the Regency decanter, is already gift-wrapped in glittering ribbon and foil, topped by a luxuriant bow. There is no extra cost. The whiskey inside is the same magnificent eight-year-old bourbon you're pleased to pour and proud to present.

STRAIGHT BOURBON WHISKEY • 8 YEARS OLD • 86.8 PROOF • HIRAM WALKER & SONS INC., PEORIA, ILLINOIS.

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MEN OF AMERICA:

U.S. NAVY SUB-HUNTER

Modern destroyers patrol our sea lanes, always on the alert. When a target is sighted and the enemy engaged, sonar "zeros" it in—then weapon Alpha is fired for the kill.



Destroyer men spot a sub below.

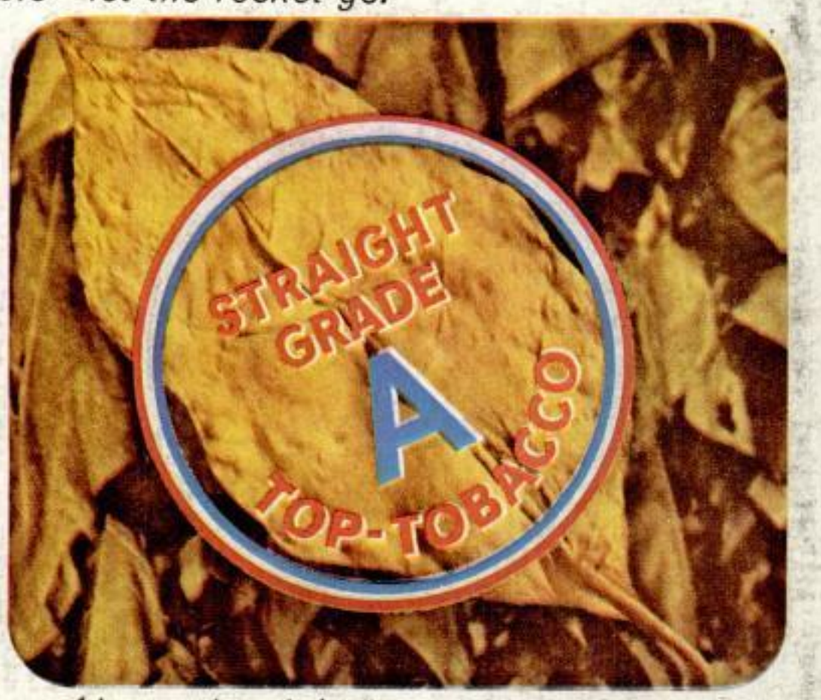
Gun crews scramble—let the rocket go.



Where they're hunting subs you'll find a man . . .



Stops and takes big pleasure when and where he can . . . Chesterfield King!



Always top-tobacco, straight Grade-A, Top-tobacco all the way!



This sun-drenched top-tobacco's gonna mean . . .



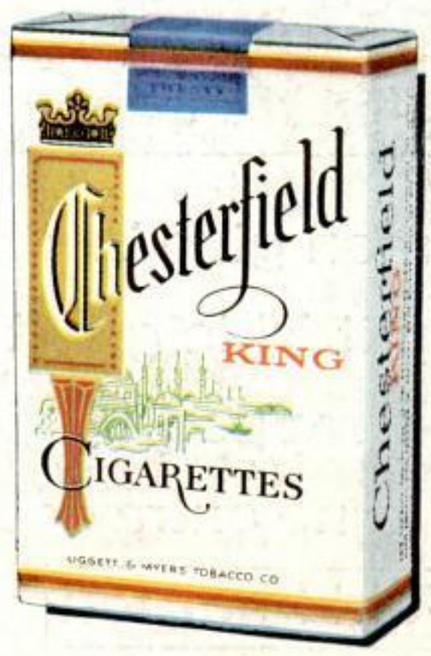
That you're smokin' smoother and you're smokin' clean!



Only top-tobacco, full king-size, Gives the big clean taste that satisfies!

Join the men who know—**NOTHING SATISFIES LIKE THE BIG CLEAN TASTE OF TOP-TOBACCO**

CHESTERFIELD



EXTRA LENGTH
top-tobacco
filter action . . .
tops in friendly
satisfaction

KING

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